**ARKANSAS COMMUNICATION & THEATRE ARTS ASSOCIATION**

**EXECUTIVE COUNCIL**

***[DRAFT]* MINUTES OF THE**

**JULY 14 & 16, 2019**

**REGULAR MEETING AT SUMMER WORKSHOP**

**Call to Order:** The Executive Council of the Arkansas Communication & Theatre Arts Association (ACTAA) was called to order by President Rosie Valdez-Block on July 14, 2019 at 3:15PM in the Stanley-Russ Building at the University of Central Arkansas in Conway, Arkansas for its Summer Workshop meeting.

The following members were present: Jennifer Akers, Rosie Valdez-Block, Brandon Box-Higdem, Joel Brown, Martene Campbell, John Gale, Colton Gilbert, Laurie Harrison, Julia Howell, Shelle House, Jacki Reiff, Ron Spalter, Tiffany Tucker, and Zackery Tucker.  Melinda Beth and Pat Treadway were absent.

**Minutes**: The minutes of the December 30, 2018 Winter Meeting and May 29, 2019 Special Called Meeting of the Executive Council were presented by Executive Secretary Zackery Tucker. After review, a motion to accept the minutes as presented was made by Box-Higdem, seconded by Spalter, and unanimously passed.

**REPORTS**

**President’s Report.**

*Welcome*.Valdez-Block welcomed members to the Summer Workshop Executive Council meeting and thanked the group for the various work each member contributed to the association throughout the year.

Valdez-Block reported to the Executive Council that the next year of her presidency will be focused on improving the committee structure of the association and implementing the role of the Committee Coordinator.

**1st Vice-President’s Report**

*2020 Fall Conference*. Rieff reported to the Executive Council that the 2020 Fall Conference has been confirmed to be held at Mount Magazine State Park August 27-29, 2020. Rieff presented the Executive Council a budget for the conference. She highlighted that the per unit price of lodge is more expensive that previous years, however the conference center does not charge additional fees for technology, liens, etc. The association is committed to 70 units which includes cabins rooms and lodge rooms. The budget will be finalized after the 2019 Fall Conference.

Rieff reported the conference programing will include the same number of professional development (PD) hours and she is in talk with keynote speakers and specialized PD. Her research includes an astronomic group willing to develop oral commination lesson plans; Ned Johnson, the author of “The Self-Driven Child;” Mike Hemphill or Hilary Truesdale of the Clinton Center

Akers asked if there was any deposit or contract that needs to be signed for the conference center. Reiff responded that no deposit or contract was needed. Z. Tucker asked if receiving a written commitment in writing was best practice. Akers confirmed in the past a commitment contract was not required for Mount Magazine State Park.

**2nd Vice-President’s Report**

*2019 Fall Conference*. Box-Higdem reminded the Executive Council the 2019 Fall Conference will be held at the Marriott Downtown Little Rock September 5-7, 2019 with the theme “Rejuvenation in the Rock.” Meals have been confirmed with the hotel and restaurants. On lunch on Thursday will be Italian, Friday will feature a Southern Breakfast, and diner at local restaurant - La Terraza. Box-Higdem reported there is one session that a speaker cancellation that requires a replacement. There are speakers from Arkansas Shakespeare Festival and Jane Balgavy as the keynote speaker. There will be silent auction to support the scholarship fund. Box-Higdem is asking membership to donate motivational art that could be able to the classroom. The Executive Council was reminded to complete and promote the Google Form collecting inspirational items for presentation to membership at the Fall Conference. A Spotify playlist from the submission will be created, packets will be put in the welcome handouts, and published as teacher resources on the website. The hard deadline for room reservations is August 23, 2019.

Box-Higdem asked if a Junior High caucus meeting would be needed to be scheduled. Spalter reported to the committee he plans to resign as Junior High Coordinator due to health concerns that will limit his ability to attend Fall Conference. As a result, he did not want to speak on behalf the Junior High community. Harrison and T. Tucker added that a Junior High caucus meeting is beneficial to discuss tournament plans and relationship building.

Box-Higdem reported on marketing plan for the Fall Conference. Postcards have been mailed to membership and additional theater and dance instructors. Videos have been posted on Facebook.

Box-Higdem asked Valdez-Block about the possibility of t-shirts for Fall Conference. She reported the design is in development and the estimated cost per cost will be $6.50.

Box-Higdem reported to date, eight universities and vendors have reserved an exhibit booth for the Fall Conference. Z. Tucker added that ACANSA has approached him about theater educational partners and perhaps a vendor for Fall Conference.

**2nd Vice-President-elect’s Report**

*2019 Summer Workshop*. Gilbert reported the schedule for the 2019 Summer Workshop at the University of Central Arkansas in Conway. Dinner for Executive Council will be at TGI Fridays. Lunch for the workshop will be McAllister’s Deli on Monday and Moe’s Southwest Grill on Tuesday. Workshop will provide eleven (11) hours of professional development. Gale thanked the association for donating the food for the university to host the workshop.

Gilbert reported to the Executive Council his plans to resign from his position as 2nd Vice-President-elect at the end of the Summer Workshop. Due to the he new role at his new school, Gilbert hopes this transition is an opportunity to focus on his role in the classroom, debate community and personal development.

**Executive Director’s Report**

Campbell reported to the Executive Council she has been working with Valdez-Block and Rine to develop the role of the Committee Coordinator and committee support process. Campbell works closely with the Fall Conference and Summer Workshop committees. Most other reportable activity will be discuses in old business.

**Executive Treasurer’s Report**

*Financial Report*. Akerspresented the financial report to the Executive Council. The balance in the checking account was reported to be $11,293.68 and the CD balance was reported to be $2,125.09.

*Demo Day Accounts*. Akersreminded the Executive Council that the revenue of Demo Day to fund sending a member to NFHS Topic Selection. She reported Demo Day revenue $510.00, but the total cost of NFHS Topic Selection was $663.10. This is the first year we are loosing $153.10 from revenue of Demo Day. Brown reported the revenue had to be missing entry revenue for the NWA Demo Day. Akers reviewed the invoices from Wild Apricot for Demo Day. Brown reported Southwest Junior High was not included in the report, yet attended. Spalter reported the fee for Southwest Junior High was paid to Har-Ber High School. Brown informed the Executive Council he would look into this issue and report back to Akers.

*CD Account* – Gilbert asked is the Executive Council should consider how often it should add funds to its Certified Deposit (CD). Akers reported CDs have a maturity date and the bank provides a window for adding, removing, or dissolving funds without penalty. Z. Tucker mentioned that non-profit organizations are often advised to have six months of expenses on “cash-on-hand.” Akers reported due to the high concentration of expenses at the in a two-to-three month period with Summer Workshop, Fall Conference, Scholarships, etc. or about $8,000.00.

*Membership Accounts*. Akers reported over the summer she reviewed the Wild Apricot membership database and archived membership that were a year outstanding. She further reported that there was a large decline in membership in both high school and college members. She advocated perhaps the Recruitment and Mentoring Committee should be asked to develop an outreach plan as membership is needed to be stabilized.

Harrison reported as she has participated in the state standards for drama, theater, band and dance she has been confronted with the negative image of the association. When talking about to ACTAA to fellow theater and dance teachers, however she received direct complaints about how the organization is forensics focused and an elitist organization.

Gale believed that decline in college membership might be related to the shift form institutional membership, however was supportive of the need for individual membership. Z. Tucker asked if UCA still hosted Audition Day for college theaters. Gale believed so, but would verify. Z. Tucker believed if this service is not being coordinated through UCA, perhaps ACTAA could provide an Audition Day. This might be a valuable attraction for college theater programs.

Valdez-Block adding more members to the recruitment committee and other committee restructures that this is a good time for the association to renew its mission to be the face and intentional outreach to the theater and dance in the state.

Brown reported in his talks with teachers, he has received the question – “What do I get from it?” Box-Higdem added in the past the association had brochures that outlined benefits that included, professional development, network, outreach, and advocacy. He can update the images and content on the brochure, and made them available at Fall Conference.

Rine reported that in Missouri the conference provided professional development tracks for disciplines. The tracks allowed conference to provide more hours of content and offerings for the oral communication, debate, and drama communities.

Valdez-Block added that the tone of Fall Conference which is the welcome for most new members. In the most recent previous years, proposals have been debated and amended in Tournament Advisory Committee Meeting, the High School Caucus Meeting and then General Business Meeting. As a result the time at Fall Conference spend debating competition rule changes shadows the relationship building, professional development and orientation role of the conference. The High School Caucus meeting should be reserved for general announcements in the larger high school community not debate about proposals. Keeping discussion about competition issues to the Tournament Advisory Committee meetings might help keep the conference focused on the entire membership community. Gale added that limit discussion in the conference about completion rule changes might also improve college participation in the conference. Spalter suggested having limiting the number of speakers and amendments from members for the General Business Meeting, similarly to town hall meetings, to help limit the time and cross talk of members in the meeting.

Valdez-Block suggested that in the future the association might need to consider the NSDA organization model for completion regulation. In NSDA, proposals are presented for the community, a public review time held, then the decision is made by the Board of Directors. Changes in rules are not voted on in large membership meetings with debate. As representatives of the membership, the Board is entrusted with that decision making responsibility.

Z. Tucker suggested a shift from the association being structured into junior high, high school and college caucuses, perhaps the association could be structured into disciplines (e.g., oral communication, forensics, debate, theater, and dance)

*Theater Arts Awards.* Akers suggested that perhaps the association could develop a means to showcase theater performances/ programs. House suggested the association could develop a state high school theater arts award. The offering could reward theater programs in several categories (i.e., best performance, best musical, best leading actress, best supporting actor, best choreography, etc.) Valdez-Block asked if these would be perceived as a conflict with Thespians and the organization’s festival. House added that Thespians is limited to one act plays, if the ACTAA event focused on celebrating schools on their hometown performances the two would not compete. Akers asked how the awards would be judged – “Will we have to send judges to every high school performance in the state?” Harrison suggested that schools interested to be considered for the award should apply and perhaps submit video cuttings of the performance categories for consideration. Valdez-Block announced she will be appointing the “Ad Hoc Committee on Theater and Dance Outreach” to work closely with the Recruitment and Mentoring Committee to develop a plan for outreach with the theater and dance educator community and the state high school theater arts awards.

Valdez-Block suggested that a database of drama and dance teacher should to be developed for email marketing in addition to the current postcard mailing. ADE can be used a resource. The new Ad Hoc committee will be charged with this outreach.

**Executive Secretary’s Report**

*ACTAA Calendar*. Z. Tucker reminded the association has been using the electronic submission form for an entire year. The required submission form has standardized the required process to ensure all tournaments, performances, and event are submitted with the same information and all submission are date stamps for scheduling conflicts. Z. Tucker added he is working on publishing the ACTAA in new categories (e.g., Tournament, Theater Performance, ACTAA Events, Other) to allow users to filter events.

**College Representative’s Report**

John Gale reported he worked with Box-Higdem about college member participation for forum at the Fall Conference.

**High School Representative’s Report**

Brown had not report from the membership, however did report the association should focus on advocating for oral communication standards. Springdale School District has removed oral communication as a stand-alone course and have embedded oral communication into night grade English.

Valdez-Block mentioned that recently the Little Rock Schools was required to hire new oral communication teachers. After contacting the master programs in the state with communication, she has discovered that graduates with communication endorsement are low. Gale added that nation-wide there has been a push for programs to move from away from communication education to organizational communication.

**Junior** **High School Representative’s Report**

Spalter shared his excitement for the growth of junior high programs in the state. Although he is resigning as Junior High School Representative, he plans to still be engaged in the association.

**Lifetime Member** **Representative’s Report**

Valdez-Block reported that Treadway’s husband is experience medical issues that have limited her ability to participate in Summer Workshop. Valdez-Block further reported Treadway did report she is planning an marketing effort to connects lifetime members for Fall Conference since it is hosted in Little Rock.

Akers shared that a former member of ACTAA, William Dubois, was murdered three days ago in Fort Smith. Dubois was Junior High teacher for Fort Smith Schools. Akers asked if the association should provide support for the family. Akers will reach out to Mary Richardson and Conley Hall about contacting family.

**Webmaster’s Report**

*Website redesign*. T. Tucker reminded the Executive Council when she was appointed Webmaster that she was going to spend the year studying the current uses of the ACTAA website, the presentation of other similar organizations’ websites, and the full functionality of the Wild Apricot platform. T. Tucker reported by leveraging the modern functions of the website service, she believes that ACTAA can greatly improve its web presence through a website redesign. The redesign would be centered around two main focuses; (1) visual presentation of the content and (2) the organization of content.  Fundamentally, as an art and creative association, ACTAA’s website lacks any creative expressive imagery that helps tells the story of the organization and captures the mission of its work/ community. It is recommended to transition from the high text, outdated, mono-colored layout, with a high graphic, vibrant, modern design that reflects the passion and culture of the association’s members.

She presented the current ACTAA website design – MEMO – and a recommended designed also provided by Wild Apricot - KALEIDOSCOPE. She provided an example of a layout; colors can be customized to the association's choice. Wild Apricot’s Kaleidoscope design allows the website to present information in clearly defined “tiles” for easy identification while having the ability to present information with vibrant images of the association and its activities. Furthermore, the new design has the functionality to be compatible with mobile devises, unlike the current web design. For the home page of the website, the Kaleidoscope design has four formats of “tiles” to present information to the user.

The first “hero tiles” provide an opportunity for the website to present the two most important items at the top of the home page. An example of “hero tiles” are provide below. It is recommended that the Teacher of the Year nomination and Spirit of ACCTA be highlighted in one tile and the most recent upcoming ACTAA event be highlighted in the other.

The second tile option is a “news feed tile.” This section will allow the association to present on the home page press release, and announcements from a feed generated from a blog page where content can be posted and archived on the website. The tile allowed the option to associate an image with the content, and for users to link to more information.

The third section is “color tiles.” Color tiles allow the website to present various information in dynamic color, drawing attention to the content. It is recommended in this section, the website have a tile highlighting member benefits, the ACTAA tournament calendar, and teaching resources available on the website.

The final tile option is “locked tiles.” These are tiles that are designed to present information that is constant on the home page. It is recommended the tiles be dedicated to social media links and highlighting the associations’ history & linking to the archives page.

When considering the re-organization of content of the website, ease of access, association of similar information, and navigation three factors largely considered. It is recommended that content be organized under six header categories that will be linked in the top navigation bar: Welcome, About ACTAA, Membership, Association, Tournaments, News, and Resources.

It is believed the re-design can be implemented over a two-day period, which would require website to be offline during this period. It is recommended that the Webmaster, in coordination with the President, Executive Director and Executive Secretary, identify a weekend to conduct the redesign. The process would include taking the website offline, conducting the re-formatting and re-organization of content, review of the new design by the President, Executive Director and Executive Secretary and approval before re-publication to the internet community.

Following the publication of the website’s new design, at-least opportunities will be provided for the association's membership to provide feedback of the re-formatting and re-organization of content through email survey.

**Professional Development Coordinator’s Report**

Harrison reported to the Executive Council she was re-approved to coordinate professional development for drama, oral communications, debate, and dance. She has worked with Summer Workshop and Fall Conference committees for professional development offering and reporting.

**Archivist’s Report**

House reported to the Executive Council she continues to collect and record items for the archives.

**Committee Coordinator’s Report**

Rine reported to the Executive Council the development of the new reporting process of committee chairs.

**Immediate Past President’s Report**

Harrison reported to the Executive Council Beth was unable to attend the Summer Workshop due to a family emergency in Alaska. Harrison further reported Beth has been approached by Chris James of the Arkansas Theater Festival to develop a partnership with the association; including shared board members.

**COMMITTEE REPORTS**

Valdez-Block announced due to time limits for the schedule session, committee reports will be moved to the Tuesday session.

**OLD BUSINESS**

**Item 1. Association Insurance**. Valdez-Block reminded the Executive Council at the Winter Meeting, the Executive Council approved the President to purchase event insurance event insurance for the associations’ hosted events (namely, the State Tournament, Demo Day, Arkansas Student Congress, Summer Workshop and Fall Conference). She informed the Executive Council will be moving forward with action in the 2019-2020 year.

No action was required to be taken on this item.

**Item 2. ACTAA Magazine**. Valdez-Block reminded the Executive Council at the Winter Meeting the Executive Council approved proposals to establish a digital magazine titled “Arkansas Speaks!” Coordinated through Z. Tucker, the digital magazine is hoped an organized platform to promote members, students and programs including, article’s about association activities (rule change proposals, conference announcements, etc.), individual student highlights inside and outside the competitive activity, highlight archival moments, program successes, and member achievements.

Z. Tucker reported he has received only one submission in the three request for content submitted to the membership since February. Z. Tucker has written three articles and will be working with Reiff, Publicity & Promotions chair, to complete a printed deliverable for Fall Conference. It is hoped being able to see and “feel and touch” a magazine, will create excitement and interest around the project and receive more support from the membership in participation.

Akers added mimicking the “Magnolia,” the magazine for Mississippi speech and debate, by regularly publishing state qualifiers in “Arkansas Speaks!” would be easy content, but also create excitement for student interest.

Valdez-Block added adding Teacher of month/ semester highlight would also allow for the association to promote its educators, while create excitement for membership interest.

Harrison added the content needs to also be reflective of the disciplines (e.g., forensics, debate, oral commination, theater, and dance.)

Higdem-Box added that “Arkansas Speaks!” could highlight or allow the opportunity for schools to promote theater performances statewide.

No action was required to be taken on this item.

**Item 3. Inclusivity Statement/ Behavior Expectation Statement**. Valdez-Block reported to the Executive Council that she will be sharing via email to the members of the Executive Council a variation of the NSDA statement for review and consideration at the Tuesday session of the meeting.

No action was required to be taken on this item.

**Item 4. Membership fees.** Campbell reported to the Executive Council, that the constitution requires the Executive Council to consider the association’s membership fee structure at the Summer Workshop meeting. Akers reminded the Executive Council the association’s finances are currently positive and there would not be a financial need to change the fee structure. Higdem-Box moved for the association to retain the existing fee structure will no changes for the 2019-2020 fiscal year. The motion was seconded by Gilbert and passed with unanimous consent.

**Item 5. Principal Convention.** Valdez-Block presented to the Executive Council the question on whether the association should host a booth at the Arkansas Association of Educational Administrators’ annual principal conference. Reiff reported to the Executive Council that the association will be co-presenting a session titled “Improving Communications with Your Community” on July 21, 2019 at 1:30PM at the Marriot Downtown in Little Rock. Reiff added the deadline to host a booth has passed, but if the association is interested in hosting a booth at next year’s conference we should apply after the Winter Meeting.

No action was required to be taken on this item.

**NEW BUSINESS**

**Item 6. Committee Restructuring**. Valdez-Block reported to the Executive Council that the next year of her presidency will be focused on improving the committee structure of the association and implementing the role of the Committee Coordinator. Valdez-Block reminded the Executive Council last year in the constitutional amendment package the association added an Executive Council level position of Committee Coordinator. The position is designed to help support committee chairs will direction and resources throughout the year. Valdez-Block further reminded the Executive Council that Julia Howell was appointed the Committee Coordinator at its Winter Meeting.

Howell reported she has been in discussion with Valdez-Block about action plan to continue to support committee through her new role. One means includes is a new reporting method for chair committee reports to the Executive Council. Leading up to the Summer Workshop, Howell asked all committee chairs to report to her and allowing the Committee Coordinator to present the standard content not requiring action to the Executive Council on behalf of the committees. Valdez-Block reported that this meeting included the larger number of “physical” reports submitted as a result of Howell’s outreach.

Akers asked if the standardization of reporting would be helpful - a standard form that asked specific questions for committee chairs to report information to chairs. Howell communicated that this was a second idea she was considering. Z. Tucker reported one of the strategies that made all the different with the student government he advises at ASU-Beebe was the implementation of a Charge Documents that outline enumerated tasks and responsibilities of the committee and then regular reports that ask questions related to the committees outlined charge. The process will help support committees to know their mission and ensure committee are working and reporting to Executive Council on purpose.

Reiff supported the development of further defining the focus and responsibilities of the committee, and added that a possible improve for conference planners to consider is providing more than one time slot for committees to meet. Reiff added some committees never can meet at conferences because members need to attend other committees. Valdez-Block added that this year there is not a lot overlay of serve on committees. Valdez-Block further also added that the next day at Summer Workshop there is a time for committees to meet, she asked Executive Council members to circulate visiting committees to answer questions about the committee process.

Valdez-Block added she hopes the improved support of committees through the addition of the Committee Coordinator and structured reporting will connect the association with chairs and assist with developing a more meaningful value for the members.

No action was required to be taken on this item.

**Item 7. Qualification Document Recommendation**. Valdez-Block reported to the Executive Council that moving forward, as leadership, we need to be committed to following the constitution on the process for discussion and consideration of rule changes at Fall Conference. Formal discussion about considerations must be discuss at the Tournament Advisory Committee at Summer Workshop. During Summer Workshop, the language and details of the proposal must be finalized at Summer Workshop to be considered at Fall Conference. In the most recent previous years, proposals have been debated and amended in Tournament Advisory Committee Meeting, the High School Caucus Meeting and then General Business Meeting. As previous discussed in the meeting, the High School Caucus Meeting should be reserved for general announcements in the community not debate about proposals. Furthermore, the General Business Meeting should not be the place for members to debate proposals being voted on either. The General Business Meeting is a strict business meeting for votes on items before the association membership, however debate on proposal should happened in Tournament Advisory Committee meetings either at Summer Workshop or event Fall Conference.

No action was required to be taken on this item.

**RECESS**

Valdez-Block called the meeting to recess at 6:07PM. The Executive Council is scheduled to reconvene on Tuesday, July 16, 2019 at 4:30PM in the Stanley Russ Building at the University of Central Arkansas in Conway, Arkansas for its Summer Workshop meeting.

**RECONVENING**

Valdez-Block called the meeting of the Executive Council back to order on Tuesday, July 16, 2019 at 2:30PM in the Stanley-Russ Building at the University of Central Arkansas in Conway, Arkansas for its second session at the Summer Workshop meeting.

The following members were present: Jennifer Akers, Rosie Valdez-Block,  Martene Campbell, John Gale, Colton Gilbert, Julia Rine, Tiffany Tucker, and Zackery Tucker.  Brandon Box-Higdem, Joel Brown, Laurie Harrison, Shelle House, Jacki Reiff, Ron Spalter, Melinda Beth and Pat Treadway were absent.

**COMMITTEE REPORTS**

**Recruitment and Mentoring Committee.** Akers attended the Recruitment and Mentoring Committee during the Summer Workshop. Akers reported to the Executive Council following the recommendations of the Committee. 1) Reimburse committee members for mileage for recruitment visits. 2) Organize an alumni mixer for college students whom participated in forensics & debate in high school.

Z. Tucker recommended that there should be a limit to reimbursements and/or that travel should be approved by the President and Treasurer before travel for reimbursements. Z. Tucker continued, he could see unnecessary confusion and possible conflict arise when members turn in personal mileage for reimbursement. Gilbert added a limit might not be wise as different members might be required to travel different amounts due to regional geography. He exampled, the southern region of the state is a large rural area; while Central Arkansas is more density but a smaller geographical region. Valdez-Block suggested that the recruitment members should focus on pervious members and not limited to contacting new members. Campbell moved to authorize the President and Treasurer to pre-approve members of the Recruitment and Mentoring Committee to be reimbursed for personal mileage for membership outreach visits. The motion was seconded by Gale and it passed with unanimous consent.

Campbell questioned the value of organizing a mixer for college-aged alumni. She added, although the community needs judges for tournaments, perhaps a mission of reconnecting older/ professional alumni for financial support of the association and the community. Akers recommended a scholarship for a college graduate based on engagement and service with ACTAA. Campbell questioned, if hired rounds should be equal to truly volunteered rounds. Valed-Block suggested the approach might be the development of an annual award for service to the association similar to NSDA districts.

No action was taken on this committee recommendation.

**Ad hoc Committee on Theater and Dance Outreach.** Valdez-Block attended an interest session for the Ad hoc Committee on Theater and Dance Outreach during the Summer Workshop. Valdez-Block reported to the Executive Council discussion from the session. The group discussed increase available resources for these disciplines. There is a possibility the Archivist could coordinate lesson plan sharing through the website. The discussion included highlighting one lesson plan per month to the community for each discipline. Further discussion included a blog space for the disciplines on the website, possibility of prop sharing board, or an ACTAA organized private Facebook for the same.

No action was required to be taken on this item.

Z. Tucker asked about the need to consider shifting leadership representation on the Executive Council from “grade level” (Junior High School, High School, & College), with the disciplines (Debate, Forensics, Dance, Theater, & Oral Communication) to insure representation of leadership reflected the interest of the various disciplines. Z. Tucker questioned if ACTAA could truly be more than a Debate & Forensics, if leadership did not represent the other disciplines. Campbell added that this might be a priorty in the future, but with the heals of a major constitutional revision, a leadership restructure might not be best this year.

Z. Tucker further asked why the member shifted from institutional members to individual members and wondered if a decline in member and conference attendance correlated. He exampled, the theater, dance, or college educators that participated back when the “department” paid for membership. Akers outlined it was a financial decision that might also have been driven by how membership is cataloged in Wild Apricot. Z. Tucker exampled another professional association he is a member of - SWACUHO – that provides institutional members are levels based on the number of individual that might join. Institution purchase a number of “slots” for individual to feel.

Akers question the communication the association sends to its members; and how it is heavily weighed to competition and not the other disciplines. Z. Tucker asked if list servs or email groups could be developed for each discipline; and member where able to choose which list to join. Z. Tucker examples SWACUHO is a regional association covering three states and three major professional levels in college housing. There is a list serv for each state, and three different professional levels (CHO, mid-level, and new professional). Members can sign-up to receive emails from and or all lists. Akers and T. Tucker contributed Wild Apricot allows for email groups. Valdez-Block asked T. Tucker to look into developing email groups and a process for email group opt-ins for members.

**NEW BUSINESS CONTINUED**

**Item 8. Executive Council Vacancies.**

*2nd Vice-President-elect*. Valdez-Block reminded the Executive Council that Gilbert submitted to the Executive Council his resignation as 2nd Vice-President-elect at its July 14, 2019 session to be effective the end of Summer Workshop. Valdez-Block reported the ACTAA Constitution required the Executive Council consider the candidate in the previous election for the position first. She reminded the Executive Council, Gilbert won the election with Z. Tucker. Z. Tucker and T. Tucker recused themselves from the room for a discussion on the matter. Rine moved to appoint Zackery Tucker to fill the pending vacancy in 2nd Vice-President-elect, contingent on his acceptance. The motion was seconded by Akers and it passed with unanimous consent After the Executive Council invited Z. Tucker and T. Tucker to return to the meeting, the decision of the Executive Council was reported. Z. Tucker accepted the appointment.

Following the appointment of Z. Tucker as 2nd Vice-President-elect, Valdez-Block reported on the pending vacancy in the Executive Secretary position, as Z. Tucker is the current Executive Secretary. After discussion, Valdez-Block recommended Joel Brown. It was further discussed, that Brown is the current High School Representative. Appointing Brown Executive Secretary would create a vacancy in the High School Representative position. After discussion, Valdez-Block recommended Mike Noland. Akers added that Noland as a theater educator would be a great choice with the direction the association is moving with embracing all its disciplines. Z. Tucker moved to appoint Joel Brown to fill the pending vacancy in Executive Secretary, contingent on his acceptance; and to further appoint Mike Noland to fill the pending vacancy for High School Representative, contingent on his acceptance. The motion was seconded by Campbell and it passed with unanimous consent

**NEW BUSINESS**

**Item 9. Website Re-design Proposal**. Valdez-Block reminded the Executive Council that at its July 14, 2019 session T. Tucker presented a proposal to re-design the ACTAA website. Akers moved to approve the website re-design proposal as presented. Rine seconded the motion and it passed with unanimous consent.

**ADJOURNMENT**

There being no further business or announcements, Akers moved to adjourn the meeting. The motion was second by T. Tucker and unanimously passed. The meeting was adjourned by Valdez-Block at 4:37PM.