



LEADERSHIP LENS

SEPTEMBER 2016



Deborah B. Reeve, EdD

Dear NAEA Leaders:

It's never been more critical for art educators to realize their value as leaders. As artist and educator, your unique ways of seeing and doing have the potential to influence others in remarkable ways. For inspiration, check out [John Maeda and Becky Bermont's visual](#) or Eric Wahl's [5 Traits of Creative Leaders](#).

Those elected to serve on the NAEA Board of Directors willingly answer the call to leadership service; they work hand-in-hand to advance our mission and accomplish our goals. Progress made during this past fiscal year (July 1, 2015 - June 30, 2016) documents another remarkable year of growth and a number of new "firsts" for NAEA. Vision, sharp focus, and a commitment to best practices in nonprofit leadership and governance ensure NAEA's prominence and relevance as the premier professional association for visual arts educators worldwide.

“If your actions inspire others to dream more, learn more and become more, you are a leader.”

—John Quincy Adams

SUPER SUMMER SUMMIT



The NAEA Board of Directors and Elects met in the NAEA Office & Gallery in Alexandria, VA, July 25-27 (Mon - Wed) for the Super Summer Summit. NAEA President Pat Franklin welcomed new Board members: June Krinsky-Rudder, Cris Guenter, Scott Russell, Cindy Todd; and new elects: Diane Wilkin, James Rees, Meg Skow, and Bob Reeker. Tuesday's focus was on leadership development; through presentations and experiential learning, the following topics were presented: *High-Impact Governance: Creating the Best Board* by NAEA legal counsel, Eileen Johnson; an *Overview of the 2015-2020 Strategic Vision and Year 1 Accomplishments*, by NAEA staff; and an interactive session, *Board Leadership that Fosters Diversity and Inclusion: Strategies for Transforming NAEA*, presented by NAEA member Wanda Knight. Between presentations, the Board worked collaboratively to construct large-scale balloon sculptures, share mission-based stories, and map out strategies for addressing priorities. Wednesday provided an opportunity for Elects to observe the Board in action attending to the business of the Association.



The following actions were taken by the Board:

Motion 1 was MOVED by Scott Russell, seconded by Cris Guenter, to approve the Consent Agenda.

Motion 2 was MOVED by Thom Knab, seconded by Cindy Todd, to accept the financial reports as recommended by the Executive/Finance Committee.

Motion 3 was MOVED by June Krinsky-Rudder, seconded by Andrea Haas, to increase the NAHS/NJAHS student membership fee to \$5, effective with the 2017 school year as recommended by the Executive/Finance Committee.

Motion 4 was MOVED by Cris Guenter, seconded by September Buys to accept the revised NAEA Personnel Manual as recommended by the Executive/Finance Committee.

Motion 5 was MOVED by Emily Holtrop, seconded by June Krinsky-Rudder to accept the proposed Issues Group, Choice-Art Educators.

Motion 6 was MOVED by Andrea Haas, seconded by Cris Guenter, to send the proposed Asian Visual Culture Issues Group back to the individuals that submitted the proposal to address the concerns raised by the Board of Directors; and to encourage resubmitting the proposal by October 1, 2016 to be reviewed by the Board during the November Board of Directors meeting.

Motion 7 was MOVED by Sara Wilson McKay, seconded by September Buys, to accept the Revision of the Position Statement on Attracting Diversity into the Profession as outlined.

Motion 8 was MOVED by Andrea Haas, seconded by Emily Holtrop to accept the definitions of diversity and inclusion as revised, to include a friendly amendment; and to collect voluntary member data to establish baseline demographics to guide NAEA's efforts toward realizing the priorities set forth in the 2015 - 2020 Strategic Vision.

Motion 9 was MOVED by Scott Russell, seconded by June Krinsky-Rudder to revise the review cycle for Platform and Position Statements as follows: Newly adopted Platform and Position Statements will receive a first review after 3 years; subsequent reviews will occur every 5 years thereafter.

Motion 10 was MOVED by Scott Russell, seconded by Cris Guenter to ratify the Professional Materials Report as submitted.

UPCOMING ELECTION: NAEA BOARD OF DIRECTORS

Individuals elected by NAEA members to serve on the National Board of Directors are committed to volunteer leadership service by fully upholding the mission, vision, goals and priorities of the Association. Expectations for NAEA Board Service are aligned with nonprofit volunteer leadership practices and impose Fiduciary Responsibility and the Duty of Care, Duty of Loyalty, and Duty of Obedience to the organization. Volunteer leaders make significant contributions of time and effort toward advancing NAEAs mission and achieving priorities identified through the strategic planning process.

Dont forget to cast your vote this fall for Division Director elects. Many thanks to all who were nominated to serve on the NAEA Board and to the Nominating Committee for their thoughtful work in identifying candidates for the ballot.

VACANCY IN POSITION OF PRESIDENT-ELECT

The NAEA Board of Directors announces a vacancy in the position of President-elect, due to the resignation by Dr. George Szekely effective September 24, 2016. The Board recognizes Dr. Szekely's service as President-elect for the past eighteen months and many contributions to the field as a longtime member of the NAEA community.

In keeping with the NAEA Constitution/bylaws and policies, the duties of President-elect will be assumed by Past President Robert Sabol through the conclusion of the 2017 NAEA National Convention. At that time, the newly elected President-elect will assume the role of President, serving two years as President and two years as Past President. A special election and call for nominations for the next President-elect will be held fall 2017.

2016 NATIONAL LEADERSHIP CONFERENCE



Leaders representing 43 states gathered for 2½ days in the Washington, DC, metro area to hone leadership skills and learn about new developments related to the Every Student Succeeds Act (ESSA) and implications for arts education policy. In alignment with NAEA priorities, participants explored the dynamics of a diverse and inclusive professional community. Expert presenters included Chairman Jane Chu, National Endowment for the Arts; Wanda B. Knight, Associate Professor of Art Education and Women's, Gender, and Sexuality Studies at The Pennsylvania State University; and Narric Rome, Vice President, Government Affairs & Arts Education, Americans for the Arts. A reception was hosted by the Board of Directors at the NAEA Office & Gallery in Old Town, Alexandria, VA. Leaders were treated to a tour of NAEA's new home featuring an exhibit of NAHS student works in the Gallery; the Alexandria Mobile Art Lab was onsite and facilitated artmaking.



2015 - 2020 STRATEGIC VISION

Next summer, Regional Leadership Conferences will be held:

- Western, June 21
- Eastern, July 6-9
Baltimore, MD
- Southeastern, Jul
- Pacific, August 1-

The next National Lead



DC) and then July 7-9 in

After a comprehensive planning cycle, work toward developing and implementing strategies to accomplish the priorities set forth in the [2015 - 2020 Strategic Vision](#) began July 1, 2015. A number of Year I accomplishments are noted, including continued growth in membership (17,309 art educators as of June 30), NAHS student members (54,000 as of June 30), and convention participation (5,200 in Chicago), as well as record member engagement through online learning opportunities (22 webinars and 10,129 registrants, with 800+ registrants for three of them).

The following [milestones](#) have been reached over this past year:

- NAEA School for Art Leaders - Graduated our first 2015 Class and the 2016 Class is in full swing
- SummerStudio - Introduced a new 4-day professional development offering focused on Design; three SummerStudios have been held to date
- Back-to-School Virtual Conference - Presented in 2015 in collaboration with the Phillips Collection; will pilot a Virtual Conference component to the 2017 NAEA National Convention in NYC
- Virtual Art Educators - A rich archive of all webinars and convention presentations for easy access by members at any time
- Webinar Series - Significantly expanded the series of webinar offerings in direct

response to member needs

- Site-based training in use of the new art standards - Provided to art educators in two school districts
- Federal grants to support our work - Received our first federal grants, from the National Endowment for the Arts (NEA) and from the Institute for Museum and Library Services (IMLS) totaling almost \$550,000
- Foundation grants - Received funding from the Samuel Kress Foundation and the National Art Education Foundation (NAEF)
- Museum Education Division - Launched a large national research study in partnership with the Association of Art Museum Directors (AAMD)
- Leader to Leader (L2L) Regional Webinars - Introduced and held quarterly, hosted by Regional Vice Presidents, with state association Presidents and Elects
- Delegates Assembly Orientation Webinar - Introduced prior to 2016 Delegates Assembly
- New, next generation website - Redesigned based upon an analysis of member needs
- NAEA's collective identity - Rebranded and logo refreshed in tandem with the redesign of the website
- *Art Education* and *Studies in Art Education* - Created member access to digitized copies of archives of both publications through a partnership with Taylor & Francis Group
- *NAEA News* - Redesigned and repurposed with more content focused on issues and trends
- New NAEA Office & Gallery - Relocated NAEA's physical footprint, fulfilling a vision for living our mission in multi-functional space in an arts-rich environment close to our nation's Capital
- Student Art exhibited in NAEA Gallery - Hosted three student exhibits between January and July including the 8th Congressional District's student exhibit for Congressman Don Beyer, a member of the STEAM Caucus



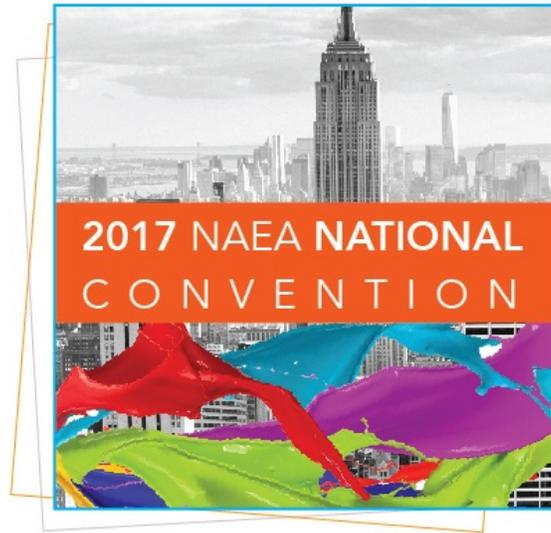
And while reallocating Board-approved investments in these new efforts, **we achieved our highest assets in the history of NAEA.**

As evidenced by Year I accomplishments, fully realizing a strategic vision requires tangible, purposeful actions. During the July meeting, the NAEA Board and Elects reviewed the accomplishments achieved through their leadership and service, coupled with the expertise and dedication of the NAEA staff team. Additionally, the priorities that will guide our work over this fiscal year (July 1, 2016 - June 30, 2017) were reviewed and preliminary strategies developed to enrich and grow our professional community through:

- partnerships with other organizations to create pathways for attracting diverse preservice art educators including, but not limited to, historically Black colleges and universities (HBCUs), National Association for the Advancement of Colored People (NAACP), and Hispanic Association of Colleges and Universities (HACU);
- professional development for NAEA state and national leaders on issues of diversity and inclusivity within education, with a particular focus on the art education profession;

- adoption of formal position statements on (1) Diversity in Visual Art Education and (2) Attracting Diversity Into the Profession;
- adoption of [language to define context](#) for NAEA's work in this arena; and
- establishing baseline community demographics by gathering voluntary data on gender, race, ethnicity, age, and years of professional experience.

2017 NAEA NATIONAL CONVENTION IN NYC - MARCH 2-4



The Convention will be housed at the [Hilton New York](#) and [Sheraton New York](#). Book your rooms now before they sell out. NAEA will be celebrating 70 years and the theme is *The Challenge of Change*.

Special Preconferences this year: Journal Fodder Junkies of the World Unite!; Creative Leadership Transforms Schools; Supervisor's Summit: A,B,C,D,E's of Assessment in the Arts; Doing Art Education Research; Museum Education Division Preconference - Diversity & Inclusion: Art Museum Educators as Levers of Change.

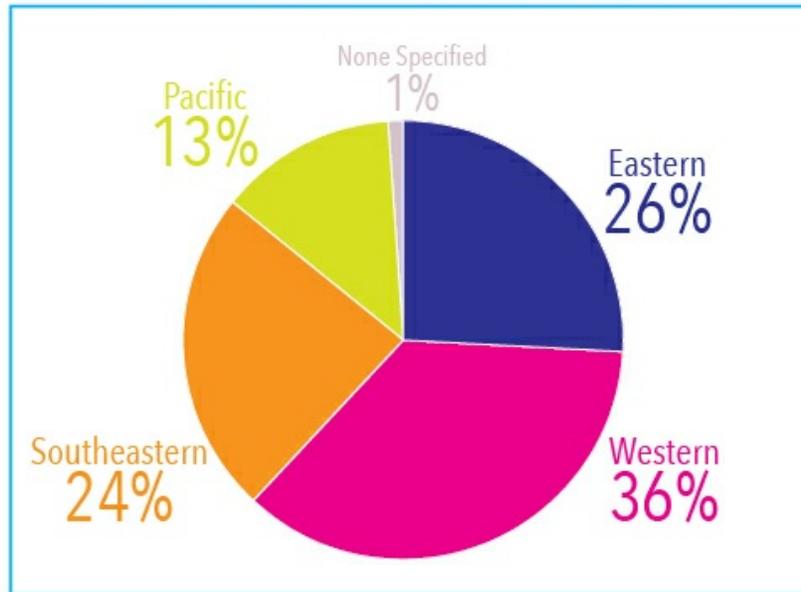
Study of Convention Proposal Submission and Review Processes - NAEA receives an average of 2,200+ proposals annually that are peer reviewed with a 35% acceptance rate. As we continue to enhance the NAEA National Convention experience for all members, President Pat Franklin appointed an Ad Hoc Committee to (1) study the convention proposal submission and review process in its entirety and (2) make recommendations to the NAEA Board of Directors. The committee is chaired by Graeme Sullivan and members include Thom Knab, September Buys, Andrea Haas, Sara Wilson McKay, Amanda Barbee, Cheryl Maney, Emily Holtrop, and Sheri Klein.

MEMBERSHIP

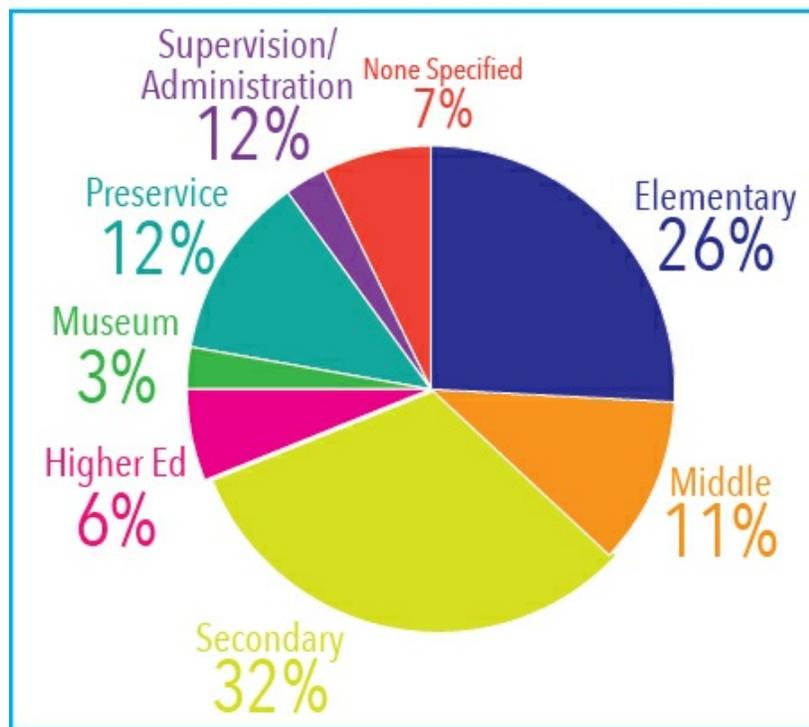
NAEA continues to experience positive growth with 17,969 current members as of August 31, 2016 - hitting a record high in membership since October 2010!

NAEA launched a new membership promotion in August in collaboration with *Arts & Activities Magazine*, which helped increase membership by 714 members, comparing overall total of membership from August 2015 to August 2016.

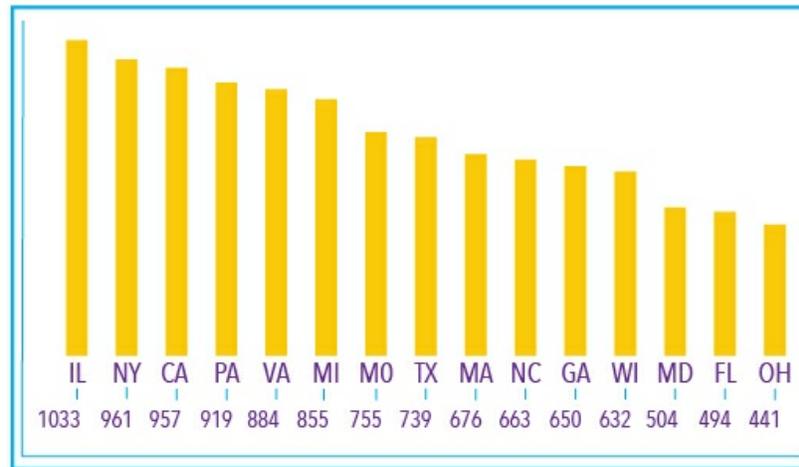
Current Members By Region



Current Members By Division



Top 15 States with Highest Total of Current Members



pARTners Membership Growth Rewards Program - DID YOU KNOW... There are 92,000+ visual arts educators in the United States? That's a lot of potential to expand our NAEA Community! Think of how our professional community and visual arts education worldwide could thrive with the addition of these new members! A special thanks to everyone who participated in the 2015-2016 year of the pARTners Membership Growth Rewards Program.



Which members and state associations will win in 2017? It could be you! The fourth program year began in July. As you know, this membership growth program focuses on increasing membership at the individual level as well as the state level. The states with the largest percentage of growth in each region - based on the program from July 1, 2016 through January 31, 2017 - will be recognized at Delegates Assembly at the 2017 NAEA National Convention with an award and in NAEA publications. [Get started now!](#)

NAHS

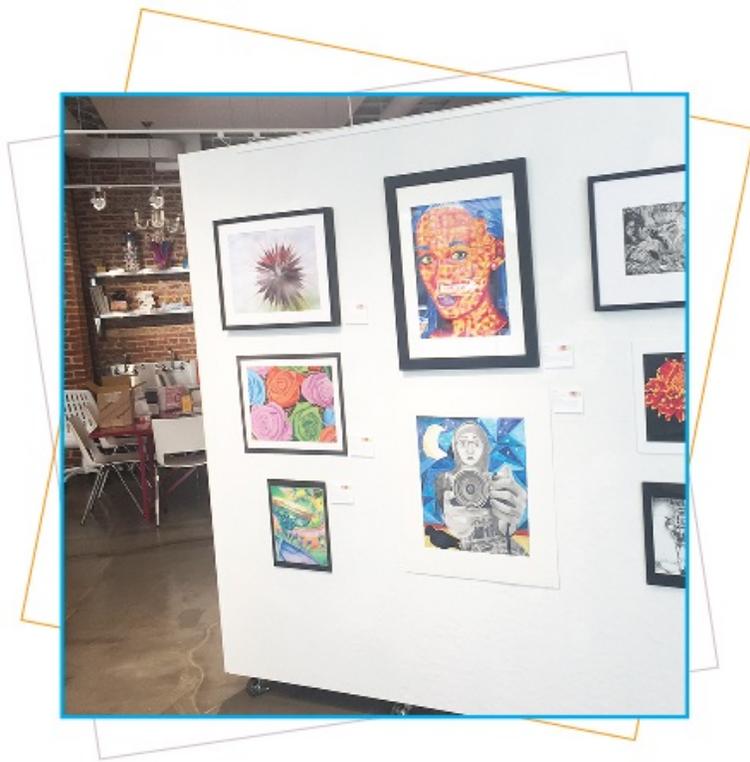


The 2016-2017 program year started with a bang, featuring a redesigned registration form and the introduction of two resource publications for chapter sponsors: a handbook for new chapters and an update for renewing chapters. The first NAHS-centered webinar, [Building Leadership and Vision for Your National Art Honor Society Chapter](#), was broadcast in August and has been viewed by 205 educators.



The second annual [NAHS Creative Industries Studio](#) will take place November 17-19, 2016, in Washington, DC. Registration is limited to the first 100 students.

GALLERY



NAEA is living its mission by utilizing the new gallery space to hold multiple art exhibitions per year. In the coming year, NAEA will host its first-ever Member Exhibition, running October 1, 2016, to April 21, 2017. Two more exhibits will follow to include the second hosting of Congressman Beyer's Congressional Art Competition from late April to late June 2017, as well as the second annual NAHS/NJHS exhibition starting in June 2017. All information for the present and future exhibitions can be found on the [NAEA website](#).

PUBLICATIONS



NAEA's Professional Materials Committee (PMC) is shaping a Call for White Papers on Assessment that will be announced soon. The upcoming November *Art Education* will be the second STEAM-focused issue of 2016. Through our partnership with Taylor & Francis Group, members can now access each periodical digitally and authors and editors can track article usage and downloads. Production of three new books is in progress.

ADMINISTRATION AND FINANCE

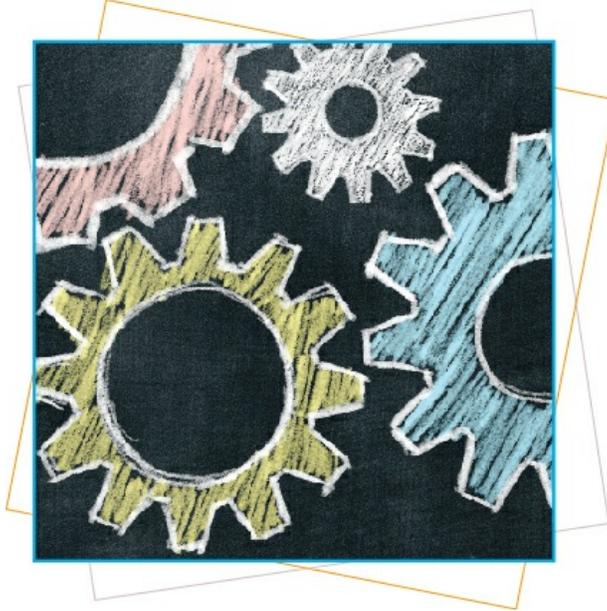


NAEA is financially healthy with sound financial policies in place.

During their meeting in July, the Executive/Finance Committee reviewed a comprehensive financial trend analysis, highlighting financial performance for fiscal years 2008-2016. **NAEA increased revenue by \$1,389,058-an increase of 58% over 8 years-while increasing expenses by only 15% over 8 years.** Finance Committee Chair Bob Sabol noted the remarkable impact this growth has had on the Association's financial stability, vibrancy, and strategic growth.

Steady financial growth and stability have allowed thoughtful reallocation of investments to support new development initiatives toward advancing our mission and achieving strategic goals. NAEA operations and staffing are streamlined to ensure efficiencies and the ROI (return on investment) is carefully assessed in all areas of the Association. Each year, fiscal success is dependent upon earned income through membership, convention, and/or publication sales. Maintaining organizational vibrancy is also contingent upon growing revenues through diversification adding new revenue-generating programs and/or fundraising through corporate partnerships and federal/foundation grants. Focused efforts over this past year to explore external funding through federal and foundation grants resulted in NAEA's first federal grants from the National Endowment for the Arts to support art educator professional learning in the use of the new standards and the Institute for Museum and Library Services to support the Museum Education Research Project; support from the Kress Foundation to further underwrite the Museum Education Research Project; support from the National Art Education Foundation to underwrite the program design/content for the NAEA School for Art Leaders; support from NASCO over 5 years to help underwrite the Creative Industries Studio; and support from Kendra Scott Jewelry to establish an Art Educator Professional Development/Scholarship Fund.

Staff and Consultants: The NAEA staff team of 12 talented professionals, individually and collectively, reflects the passion and commitment to NAEA shown by its members. Each member of the staff brings particular association knowledge and skill sets coupled with initiative, innovation, and creativity. The addition of the position of Chief Learning Officer has resulted in much-needed expertise and focused attention to the comprehensive planning, development, and execution of NAEA's new professional learning offerings.



And that brings us full circle - NAEA's mission is our purpose and our Strategic Vision is the dynamic blueprint guiding our work and growing our Association to meet the needs of members through a deeper, wider, more inclusive, and more diverse art education community.

As we grow the diversity of the NAEA community, the opportunities for intellectual and professional cross-pollination expand and the benefits of membership-whether it's new ideas and perspectives, new peer networks, or new opportunities for professional growth-become richer still.

It's up to each of us, individually and collectively, to take art education in our nation to the next level - to advance our mission and realize our vision. When we see a void in the delivery of art education, whether in content, coverage, or context, we are moved to fill it. We act, we engage, we challenge the status quo. As a community, we are drawn to new frontiers and new opportunities. And it's our nation's students who benefit...that's momentum!

Best wishes for a joyful new school year; I look forward to seeing many of you at state association conferences this fall and in NYC next March!

Warm regards,

A handwritten signature in black ink, appearing to read 'Deborah B. Reeve', with a large, stylized initial 'D'.

Deborah B. Reeve
NAEA Executive Director