ASALH

Executive Council Meeting

The Peabody, Memphis, Tennessee

September 24, 2014

Minutes

The meeting was called to order by President Scott at 10:10 a.m. A prayer was offered by Sheila Flemming-Hunter.

The following Board Members were in attendance: Daryl Scott, Zende Clark, Janet Sims Wood, Sheila Flemming Hunter, Monroe Little, Annette Palmer, Kenya King, Carlton Wilson, Greer Stanford-Randle, Dorothy Bailey, Bettye Gardner, Lionel Kimble, Cornelius Bynum, Troy Thornton, Evelyn Brooks Higginbotham. Sylvia Cyrus. P.M. - Gilbert Smith, Jim Harper. Absent: Roy Betts, Edna Medford, Gina Page, Paula Seniors, Gladys Gary Vaughn

Additional Members: Alfreda Edwards, V. P. Franklin, Marilyn Thomas-Houston,

A.M. - Alicia Moore, LaVonne Neal, Edna Futch

Introductions

President Scott introduced the editors of our publications who were in attendance: V. P. Franklin, Editor of the Journal of African American History, LaVonne Neal and Alicia Moore, Editor and Co-editor of the Black History Bulletin and Marilyn Thomas Houston, Senior Co-Editor of Fire

President Scott set the priorities for the meeting as the finances and the Centennial.

Minutes

A written report was submitted.

*It was moved by Carlton Wilson and seconded by Sheila Flemming Hunter to approve the minutes from the June 6th and 7th meeting as submitted.*

*Vote: Unanimous*

*It was moved Annette Palmer and seconded by Monroe Little to approve the minutes from the September 4, 2014 conference call with the following corrections:*

*Page 2 - Launch the website by November 1, 2014*

*Page 3 –Institutional Membership Initiative*

*Vote: Unanimous*

President Report Daryl Scott

A written report was submitted.

The financial position has had a positive change since our last meeting. Cuts have been made and increased registration for the conference contributed to the change in our financial position however, a large percentage of our funding raising is due to the Centennial.

There is great interest in our work and we must continue to build our branches and expand our membership to people outside of professional, scholarly and academic circles. President Scott reported that we will re-charter the Detroit branch at this meeting. We anticipate two additional branches coming online next year: the re-chartering of the Charleston Branch and the rapidly building branch in St. Petersburg, Florida.

We also have staffing concerns and we must move to better staff the office. We need to move to new revenue streams. At our last meeting we participated in an exercise to support new revenue streams however we have not reaped any financial benefit from those activities to date. We are raising dues which will have members now pay for their journals. We now have less of a fear in growing the membership since the cost of growing membership will not bankrupt the organization

There should be a database that tracks police killings. There are probably about 1,000 people per year killed by police. We were the people that maintained the number of lynchings taking place during those times. We could appeal to members and others to underwrite the cost of a database to track this information. We could then say to members that their dues are providing a vital service to our community as that data must be maintained. The Association will collect the information in support of ‘Knowledge for Power’.

We need a real membership campaign. I have been telling branches that annually they should be required to have a membership campaign. The branches should meet in public and they should attempt to renew themselves by campaigning for membership as they may yield new members. Black Studies

in the Academy is going to shrink and most of the Social Sciences are in jeopardy.

The Centennial Website was shared with the Council Members and an explanation why the image of the Coliseum in 1915, was depicted on the website was provided. The website is responsive; it can be accessed on any device. The new website for the Black History Bulletin was also displayed. The Bulletin’s website had to be developed because Metapress has gone out of business. The new company that bought Metapress was going to charge the Associaiton an additional $3000.00 to make the Bulletin responsive. The addition of plug-ins will allow us to hold forums, facebook fundraising and we can offer the Black History modules to teachers by subscriptions. We received a quote for $30,000 to do this however we have only spent $1500.00 to accomplish it. We need to sell to students and teachers individually. This lessens the need to have institution subscription as we will reap more benefit to selling subscriptions to individuals. Cornelius Bynum shared that another market for this is parents. This will provide parents with the information to provide at home instruction for their children.

 LaVonne Neal shared that she has been working on how to increase the global aspect of the BHB. They will utilize the BHB in a presentation at the Urban Ed Conference in Jamaica next month. The field of education, teaching, is one that will never go away. Cornelius Bynum shared that he would be happy to work with Dr. Neal on a module on A. Phillip Randolph. She shared that she has a video production both pre and post production at her college. Dr. Neal suggested that just like Ted Talks, we can have ASALH talks. President Scott cautioned the group about completing any project at their university that may be deemed university property.

President Scott shared that he plans to revamp the sites for Fire and the Journal. Every website will be updated by January 2015. Sheila Flemming Hunter summarized that we have to be very serious as a board about revenue streams. We have to begin to strategically think about where we will place our energy and resources. We need a strategic plan that will address the next 5 – 10 years that will guide the organization as we move into and beyond the Centennial.

Membership Janet Sims Wood

A written report was submitted.

The committee is working closely with the branches. Detroit will be chartered at the conference. The Membership Committee is working on several issues: new membership forms, a branch toolkit, an institutional membership drive and a recruitment initiative.

Monroe Little was charged with looking at institutional memberships with the purpose of trying to increase them. It was found that we have more inactive institutional members than we have active ones. The goal is to increase the number from 19 to 100 active institutional members. When looking at the benefits of institutional members he suggested some changes which will be vetted by the membership committee:

* Priority scheduling of ASALH Bureau speakers
* Digital access to the Journal of African American History
* 40% discount on registration for their staff at the ASALH Annual Conference and other sponsored events
* 30% discount on ASALH publications
* Free online posting of their events to the ASALH News and Events webpage
* Free online posting of their institution’s employment needs on the ASALH Site

Carlton Wilson shared that the benefits to institutional members could possibly break the association. He suggested that the benefits should be benefits that would not have a financial impact on the organization.

V.P. Franklin suggested that we target churches and offer as a benefit a discount on the black history speaker fee. Sylvia Cyrus shared that the speaker get $500.00 and the Association receives $500.00 and it will be difficult to get speakers to come out for less than the $500.00 that is currently being received.

Sheila Flemming Hunter suggested that we list all institutional members in our souvenir journal and that serve as a benefit.

Greer Stanford-Randle – Recruitment Initiative. Greer Stanford Randle shared there is a need to adopt a different model for increasing membership; it’s called ‘Recruitment’. A national recruitment plan is something that she is willing to do and will serve as the recruitment manager. She will work to create specific roles for members of the council and members of the branches. This approach resembles a strategic plan for membership. It will be shared with the Council after the membership committee has read the report. There is money in higher education on the line of student leadership. We need succession planning and leadership development for students. The plan also includes requiring branches and branch members to recruit a certain number of people annually.

Treasurers Report Troy Thornton

A written report was submitted.

The drivers of revenue for the organization are membership, the Black History Month Luncheon and the National Convention. We will have an idea of how we did on the conference since all major bills have been paid.

A comparison of the financial position from June, 2014 to August 31, 2014 was shared.

August 31, 2014 June 30, 2014

Assets $ 426,132 $350,147

Profit and Loss Report

 Income $732,372 $ 632,102

 Expenses $ 611,201 $ 479,867

Net Income $112,171 $152,235

The estimated expenses of the conference are showing on the financial report this year. This provides a more realistic look based upon the income from the conference. We are still down from 2014 based upon an income perspective. The Statement of Financial Position as of August as a comparison to 2013 shows that we are trailing 2013 by approximately $57,000.00.

The question was raised, what additional revenue will come in after the conference. President Scott shared that publication money approximately $50,000 will come in. Sylvia Cyrus shared that we will receive onsite registration fees and additional room night fees from the conference. Troy Thornton shared that most of the larger expenses for the conference were expended prior to the conference. There will be things that come up that may not have been accounted for however the income is positive on the variability side.

Kermit Madison and Cassandra Taylor were reintroduced to the group.

The meeting was adjourned for lunch at 12:06 p.m.

*The meeting was called to order at 2:00 p.m.*

Audit and Finance Gilbert Smith

A written report was submitted.

The audit report is a quarterly report and provided as information for the Council. Through August 31st we have $112,000 for a total income of $723,000. We are doing extremely well compared to where we were in June. We have $348,000 in cash and a minimal amount of payables approximately, $15,000. We have an equity balance of 378,000.

*The Audit and Finance Committee recommends that the $4000 that Barbara Dunn owes ASALH is written off so that it is no longer listed in the records.*

 *Vote: Yes 14*

 *No 1*

 *Motion Carried.*

Nominations Committee Annette Palmer

A written report was submitted.

This was the first time that we have used electronic voting. This year 225 members voted using this process. Last year we received by paper ballot 192 ballots. This year we exceeded that number by 33 ballots. The following members were elected:

 Bettye Gardner 181

 James Stewart 172

 Nikki Taylor 170

 Gladys Gary Vaughn 167

 Thomas Battle 164

 Martha Biondi 157

Not elected was Johnnieque Blackmon Love who received 148 votes.

There were 10 write in ballots that received one vote each. President Scott shared that maybe there should be a larger campaign prior to sending out the ballots.

*It was moved by Monroe Little and seconded by Dorothy Bailey to accept the report of the Nominations Committee.*

 *Vote: Unanimous*

Centennial Report Sheila Flemming-Hunter

A written report was submitted.

Our Centennial Celebration will be what we normally do with a little more flare. We will start with Woodson’s Birthday at the end of the year, the luncheon in February, Chicago in September, Atlanta in September and end with Woodson’s birthday in 2015.

You have been asked to participate in the silent phase of the Centennial. We are going to try to raise money on the Centennial. We thank you for the funds that you have donated to the Second Century Fund. We have also asked people to donate to the 1915 Fund. We want to make sure that all Executive Council members have an opportunity to support the 2015 fund and that everyone is on board with getting friends to donate and attend the luncheon. Executive Council members are asked to support the Centennial by making or getting an additional $2000.00 each.

 V. P. suggested that he would make an appeal to all the 700 authors on his list serve, some of whom have published in the Journal of African American History and ask them to donate $100.00 to the Journal of African American History in support of the Centennial. V. P. Franklin shared with the Council the topics of the articles in the latest Journal, Number 99. He stated that Number 100 will be the Centennial Volume and will address reparations. President Scott shared that we could have another fund that is earmarked for the Journal within the Centennial Fundraising schema. He shared with V.P. Franklin that he should move forward with his appeal.

Executive council members are asked to send a list of their potential donors and the staff will match the donor with the Council member so that credit can be given.

Chicago Update – Lionel Kimble There has not been a lot of movement on the Chicago event due to the work on the Conference. LaVonne Neal has expressed an interest in having her university support the event. The Chicago Branch has approached other organizations in support of this event. The Branch is planning two major events: September 9, 2015 at the Walbash YMCA. The owners of the building have agreed to allow a plaque to be placed on the outside of the building. The cost of the plaque will be approximately $1000.00. It is our hope to do a press conference at that time and then go to the library and do an event there. Darlene Clark Hines wants to do an event honoring Vivian Harsh, a notable librarian from Chicago. The culminating event will be held at the Dusable Museum on September 12, 2015 celebrating “The Life and Times of Carter G. Woodson”.

Centennial Conference -The local arrangement committee in Atlanta is working very hard. The business development committee has taken on the fund raising responsibility. Mattie Taylor, an Atlanta native is working with the committee to raise funding for the event. We are projected to have six Presidential Sessions which will support African American life. Education – Cooper will chair this initiative, Health – Louis Sullivan will chair this session and Government – we have reached out to John Lewis and Marian Wright Edelman and she has accepted. These sessions will be used to make money. Bettye Gardner shared that it’s critical to have someone on the Education panel that is a spokesperson for HBCUs. John Flemming will chair a roundtable during the conference with the Former Presidents who are members of the 1915 Club.

The committee is still accepting recommendations for the National Centennial Committee. An additional email will be sent outlining the requirements and the responsibilities of nominees to this committee. Sheila Flemming Hunter shared that the committee is looking to honor John Hope Franklin who would be 100 years old had he lived and is looking for support from the Executive Council. The Committee is asking that Executive Council Members think of unique attributes of Dr. Franklin that would be utilized as criteria for the award. Evelyn Brooks Higgenbotham suggested that a special award be developed even if it’s a onetime award that would be given on behalf of John Hope Franklin. The awards committee will look at developing an award with attributes related to John Hope Franklin.

Sheila Flemming Hunter shared that the idea was to create a medallion and one of the thoughts was to bestow the award on Marion Wright Edelman and have Bill Clinton attend the conference to present the award which will give us a high profile. Whatever we decide there will have to be a conversation with John and Karen Franklin. There will be a discussion about the award and the contacts that the Franklins will bring with them. Evelyn Brooks Higginbotham said she likes the idea because it honors John Hope Franklin. She stated that she is not sure that Bill Clinton will be as much draw as we think. There are people that will give money because we are honoring John Hope Franklin.

*It was moved by the Centennial Committee that we honor Dr. John Hope Franklin and we establish an award to honor his legacy and have the awards committee establish the parameters of the award.*

 *Vote: Unanimous*

Woodson House Bettye Gardner

A written Report was submitted.

Bettye Gardner shared that it looks as though the work of the Woodson House Committee is coming to an end. The committee is asking that information is posted on the website regarding the house; Woodson’s role and his impact on the Washington community. The committee is looking to do something with the teachers in Washington, DC possibly the reading of the Mis Education of the Negro. A Superintendent has been named who will support the house. On Friday at 2:00 p.m. there will be a session on the House and Council members are asked to attend the meeting if possible as the Woodson house is our only symbolic piece. Sheila Flemming Hunter shared that there may be programming to include the House as a part of the 2016 Woodson Birthday celebration.

Ad Hoc Committees for Fundraising

* Second Century Fund
* Children’s Initiative – No Report
* Membership Drive – The committee is working on this
* Crowd Source Funding – No Report
* Fund raising video – Jim Harper shared that they are on the second draft of the video

President Scott shared that we are much better at raising causes for money to be spent than we are at raising money to spend. We need a new revenue stream to replace grants that we have received and that may not be available in the future.

Publications Marilyn Thomas –Houston

A written Report was submitted.

A brief presentation of “Fire” was given. “Fire” is a multi-media journal of Black Studies. Its primary purpose is to support scholars through digital presentations. President Scott shared that members will have access to the Journal of African American History, Fire and the Black History Bulletin.

The Journal of African American History V. P. Franklin

A written report was submitted.

Executive Director Sylvia Cyrus

A number of Council members were not able to join us today. Please keep Edna Medford in your prayers as she is not feeling well. Special thanks to Paula Senior who could not attend but organized the Executive dialogue table. We are asking the Council approach members about the following items: The Woodson House Holiday Ornament, the ASALH Membership Pin and the ASALH Centennial Pin. Our goal was to create paraphernalia for members to support the Association. We have also given you donor ribbons. We asking you to get someone to complete the envelope that is in their bag and for a $25.00 or more donation, they will receive a donor ribbon.

Conference:

Registration 920 people

Today we had a successful tour of Henning, the home of Alex Haley and tonight we will be at Staxx Museum.

* The Luncheon will be held on February 28, 2015. The tickets are priced at $100, $125 and $150.00.
* All Executive Council members are expected to attend the general membership meeting.
* Friday 2:00 the NPS will report on the Woodson House
* The Awards program will be presented on

We entered this conference with a lot less staff than we had last year. Please thank the staff when you see them as they are working extremely hard. We are moving toward green. Reports are being posted to Avectra so please log on to look for reports and information.

President Scott thanked Lionel Kimble and Cornelius Bynum for their work on the Academic Program. We have 226 sessions for this conference. The committee has learned a lot during this endeavor.

It was moved by Monroe Little and seconded by Carlton Wilson to adjourn the meeting at 4:45 p.m.

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Action Items

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 *Vote: Unanimous*

Items To Do or Address at Future Meetings

1. We need a strategic plan that will address the next 5 – 10 years that will guide the organization as we move into and beyond the Centennial.
2. Cornelius Bynum volunteered to work on a module for the interactive website on A. Philip Randolph
3. Greer Stanford Randle volunteered to serve as the National Recruitment Chairperson
4. V. P. suggested will appeal to all the 700 authors on his list serve, some of whom have published in the Journal of African American History and ask them to donate $100.00 to the Journal of African American History in support of the Centennial.
5. LaVonne Neal has expressed an interest in having her university support the event in Chicago
6. President Scott will revise the websites for Fire, The Journal and all additional website by January 2015.
7. National Centennial Committee - Send additional email will be sent outlining the requirements and the responsibilities of nominees to this committee
8. The Committee will approach John and Karen Franklin regarding their contribution to the Association for honoring of his father.
9. Executive Council Members think of unique attributes of Dr. Franklin that would be utilized as criteria for the award.