



2009 EdTA Leadership Summit

Friday

2:30 pm Frank Pruet (Georgia) – Discussing State Jr. Thespian Conference. Group discussion and questions.

Suggestions:

- K.I.S.S. (Keep It Simple Stupid)
- Start small and the grow that program
- Have a board member orchestrate the entire event
- Decide on a venue and schedule that works for your state
- Dedicate a date of the "senior" conference that includes the "junior" Thespians
- Have a Junior Conference on a Saturday

3:00 pm Debbie Corbin (Missouri) – Discussing All-State Shows options

3:30 pm Break

4:00 pm All-State Shows discussion continued

Suggestions:

- Decide on how your state will conduct auditions
- Post choreography routines on YouTube
- Define a participation contract, and have each student, and his or her parent's, Troupe Director's, and principal's signature

4:30 pm Diane Carr (home office) – IEs

- The Chapter Director's signature is required when IEs are submitted to the home office.
- Submitted documents must include the IE piece
- Troupe Directors should "coach", or help their students select the correct piece for the student.

Suggestions:

- States should try to use the same rules that apply to International in their own states
- Should the use of technology with IEs be defined?

Saturday

7:30 am Breakfast

8:30 am Group photo

8:45 am Financial report – Jim Huneke (home office)

- Make sure Diane Carr is on your chapter's bank's signature card
- Suggest the home office to create a "locked" version of the yearly Summary Financial Report – would allow states to type in their numbers and the form would calculate all the totals
- Be careful when using the "miscellaneous" category. Having too many items in this category raises eye brows at the home office and the IRS.
- New policies:
 - Conflict of interest policy – relatives of a board member getting paid for activities could be seen as a conflict of interest
 - Whistleblower policy – reporting "sketchy" practices to the authorities
 - Document retention and destruction policy – records of the chapter.

9:50 am Leadership Coaches – Diane Carr (home office).

Each Chapter needs a different model for a leadership coach. Most chapters said they didn't need a leadership coach, and preferred to get specific help in certain areas.

Instead, the organization is adopting a "mentoring" model. Each chapter is asked to fill out a mentoring application that lists their strengths. Then, each chapter could reach out to another chapter director that has expertise in that area.

10:10 am Nominating Committee – Jerry Smith (home office)

A new code and regulation has been adopted for who will be on the nominating committee. New: two chapter directors are being added to the nominating committee. The two directors will serve on the board for two years.

2007 – 2009 Current Committee:

Gail Burns chair
Debbie Gibbs VP
Michael Pietz
Diane Carr
Carolyn Greir
Krista Carson
Bob Johnson
Joe Norton

11:00 am Scholarship – Diane Carr and Craig Branch (home office)

- Each state can decide the criteria for their scholarship money, and each state can decide how to disperse the funds
- Speak to Craig on how your chapter can define your criteria for scholarships.

11:15 am Grants – Diane Carr (home office)

The EdTA offers various grants. Consult the EdTA website for details.

- When applying for a grant for your conference, make sure you specify the money you have in hand, and not the total amount colleges' award.
- Theatre for Life a new scholarship from Missouri.
- California offers a Student in Theatre Essay award.

12:30 pm Lunch

1:15 pm Communicating with other Chapters

Frank Pruet (Georgia) has created a Thespian Chapter Directors Facebook group. If you are interested in joining, register for a Facebook account, and then request to join the group.

1:25 pm Nominations for the Nominating Committee

Nominations:

Bryan Drake (4)

Rueben VanKempen (1)

Debbie Corbin (2)

Scott Wilson (4)

Kate Arthur (4)

Audra B. ? (3)

Sarah Degrandpre

One vote per state. Votes were collected, and were counted by Jim Huneke.

1:35 pm The 2010 EdTA conference will be held in New York City.

1:40 pm 2010 Leadership Summit – Discussion

Most chapters would not be able to attend the Leadership Summit in September. The home office will consult the budget and members to determine a schedule and a time/place for next year.

2:00 pm Reuben VanKempen and Debbie Corbin were nominated as the two new members for the Nomination Committee

2:05 pm Chapter Select – the chapter One-Act opportunity

A Chapter Director can nominate a play, and an alternate play, to perform at International. Each Chapter can determine their own way to nominate plays.

Tips for getting grants:

- Approach your elected officials, and invite them to your conference
- Reach out to the federal government

3:00 pm Miscellaneous topic: organize an Alumni for your chapter

3:45 pm Technology, Branding, Crisis Communications – Chris Hunt (home office)
Chris has a chapter membership list available for each chapter.

Branding

- Fair use of the Thespian logo
- Branding creates a consistent face for the organization
- Chapter should help to prevent unauthorized use of the logo
- The home office is loosening the branding restrictions
- Prohibited use: no chapter is allowed to use the logos in conjunction with another company logo

Crisis Communications

Several events that occurred during this year triggered the home office to define a crisis management plan. A crisis communications plan will guide and discipline your response and those involved.

Crisis Management Team:

Chapter Director, Chapter security chair, EdTA Marketing, EdTA staff in attendance, EdTA Executive Director, EdTA legal council.

Sunday

7:00 am Breakfast

8:00 am Take Away Topics: Highlights that attendees want to pursue

- Crisis communication
- Pocket program
- Adobe forms
- Sponsorship offerings
- Scholarships
- Junior Thespians and IEs
- Motivation
- Chapters helping chapters; communication; camaraderie
- IEs fee per student; or a different fee per event
- Cancellation insurance and D&O insurance
- Opening/Closing Number
- Budgets
- Playwrights
- Change can be a good thing
- Leadership camp for student officers
- Having chapter documents available on the EdTA website
- Tech Challenge
- Branding
- Getting a fresh angle and perspective
- Nice getting together and putting faces to names
- Defining reasonable fees within your chapter
- Creating an alumni board
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9:20 am Mike Pietz

Next year's Leadership Summit may have to be funded differently. The home office is having challenges in funded it.

The home office tries to handle the needs for all states, given that the each state has various needs, sizes, and budgets.

Think about where you want to take your state, and then think and plan on how to get there. SWOT: Strengths, Weaknesses, Opportunities, and Threats.