

## **MMEA 2020 CLINIC DEBRIEF BOARD OF DIRECTORS MEETING**

Perpich Center for Arts Education, Golden Valley/Virtual

March 14, 2020

MMEA President Barry Zumwalde called the meeting to order at 10am.

Board members not present: Tonya Barnes, Katy Buytaert, Dan Hampton, Sarah Holten, Tony Jirschele, Sabrina Olson, Laura Sandham.

Zumwalde asked Board members to focus on solutions and changes in this meeting.

### Improve Setup/Teardown

- Have Board gathering Wed PM or Thurs AM for coordination
- Have more volunteers Thur. morning
- Ask for performing group diagrams.
- Create instructions for Ballroom setup. Mariska has pictures. [Note: Former Board members created one for Central]
- Have Board coordination meeting Thur. morning or Wed night at clinic.
- More volunteers: Ask Intercollegiate Honor Band students to volunteer for shifts before rehearsal; Don't pay college workers, ask former Board members to volunteer, ask Region Reps to get additional help from their area.

### Guidebook Application

- Include Exhibit hours as a session each day.
- Let attendees know that handouts will be electronic; reinforce message with clinicians that handouts will not be printed unless they bring them.

### Social Media

- Can board members be given privileges to post on Facebook?
- Create guidelines for social media.
- Create a task force to create guidelines, expectations and process.
- Needs to be a paid position to manage all of social media (not just clinic). It's a ton of stuff to manage all of the different social media pages. Each platform is designed to be a different experience.
- Encourage presenters, performing groups, demonstration session to document experience and share it with us.
- Possible new board position or create a Task Force for social media.
- Mariska offered to draft guidelines for Midwinter Clinic social media.

### *Blue-Tail Fly* inclusion in All-State program

- Have All-State Vice-President's proof programs.
- Have Team Lead for each choir also proof program.

### Session music selections with racist, sexist and other problematic origins and history

- No review process in place for sessions.
- Some states have a rubric. Is this session meeting needs of attendees? References?

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- Sam Bergstrom, Barry Zumwalde, Dan Hampton, and Sarah Minette to setup session review process.
- If clinicians don't submit information on time we cancel their session.

### Percussion Equipment, Elementary Classroom, and Pianos

- No person to organize percussion this year. Ensure this position exists/is filled.
- MMEA as an organization is unprepared for employees to take medical leaves.
- Need better documentation on what vice-presidents/jazz chair need to do.
- Have board member coordinate with St. Thomas for Orff and classroom instrument needs.

### Acoustical Shell

- Risers and shells were not correctly marked.
- Can we ask Wenger to setup risers and shells as part of their donation?
- Ask Wenger to send newer style shells which are easier to assemble.

### Technology Issues

- MMEA has a support person to call. Suggest sharing that contact information with all Board members rather than going through Clinic office.
- Convention Center has provided recommendation for company for tech support, which would require renting laptops and all session materials placed on those laptops.
- Check other venues to host the Midwinter Clinic.
- Price out internet for session rooms.

### All-State Registration/Signage at Registration

- All-State registration took too long and needed signs.
- Streamline process, and provide exact instructions to VPs on following up with students who are no shows.
- Have welcoming committee including musical ensembles playing outside the exhibit hall.
- Require All-State Jazz Band concert attendance and/or move Jazz Band to Saturday.

### All-State Meals

- Student's meals should be labeled by ensemble.
- Instrumental only: Needed additional section coaches or other educators to oversee meal time and students moving to and from Orchestra Hall.
- Collect information from students about whether vegetarian meals are requested.
- Coordinate with Orchestra Hall about entrance.

### All-State Performances

- Require students to watch other ensembles at Orchestra Hall.
- Questions about venue for All-State Jazz. Consider Auditorium or move to Saturday.
- Don't hold general meeting before Jazz Band concert if it continues on Friday.

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### Headliners & Value of Clinic

- Get bigger name headliners.
- Send survey to teachers who did not attend MMEA Midwinter Clinic.
- An elementary survey is being sent out. Ask for elementary headliner suggestions.
- Get Eric Gaffaney survey's template so it can be modified and sent out to all teaching levels.
- Publish results of survey.

### Some members who don't see value of Clinic of membership

- Create an experience so music educators will demand to their admins that they need to go.
- Administration letter published earlier next year.
- Create a Midwinter Clinic that teachers will want to take a personal day to attend.
- Work on sponsorships to fund headliners.
- We need more sessions on Thursday morning and Saturday.
- You need to consider who is not coming and what their needs are.
- Concerns that Thursday morning aren't a good choice for greater MN teachers.

### Performing Group Selection

- Consider giving performing group applicants feedback.
- Ask Ensembles to provide their own narrative or program overview for Guidebook.
- Change perception of why ensembles are chosen.
- Write an article for *Interval* on how groups are selected. Send link.
- Write an article on why you should submit a performing group application.
- Change band concerts to joint performances 25 minutes each.
- Sam Bergstrom can write a collaborative article.
- Add programming ideas to Performing Group application.
- Consider reviewing performing group repertoire selection for appropriateness

### Exhibit Hall

- Create events in the exhibit hall itself for headliners to appear.

### Exhibitors

- Many exhibitors were not present that people feel strongly should be there.
- Have exhibitor chair reach out to companies not in attendance.
- MMEA selfie booth with MMEA logo quilt.

### Schedule

- Skinny session
- Possible reading orchestra – MNSOTA
- Jazz reading session? 10:30pm or Just get together and play?
- MBDA does a middle level reading session. Is there interest in other levels?

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- Get input from other states on session proposals and selection.
- Change elementary “chapter share” with Orff and Kodaly so it doesn’t conflict with All-State Choir. Don’t make chapter share opposite All-State Choir concerts
- More sessions on Thurs and Saturday morning.
- Rotate times for All-State instrumental and choral concerts?
- A room where you could go from station to station on instrument repair – Red Wing Instrument Repair?

### Revenue

- Monetize the clinic better
- Eric Anderson has volunteered to be point person for fund-raising task force
  - Make their first job to reach out for sponsorships related specifically for the clinic
  - Also need them to focus on All-State Scholarships
  - The office needs to focus on writing grants