

SOUTHEASTERN THEATRE CONFERENCE, INC.
May 2018 Executive Committee Meeting Agenda
SETC Central Office, 1175 Revolution Mill Drive, Greensboro, NC

MISSION: Connecting You to Opportunities in Theatre

VISION: SETC is the strongest and broadest network of theatre practitioners in the United States. We provide extensive resources and year-round opportunities for our constituents. Our services, publications, and products contribute significantly to the careers of emerging artists, seasoned professionals, and academicians. SETC energizes the practical, intellectual, and creative profile of theatre in America.

ExCom Voting Members

President: *Jeff Gibson*

Vice President of Services: *Lee Crouse*

Elected Past President: *Alan Litsey (attended by phone)*

Vice President of Administration: *Maegan Azar*

Secretary: *Rebecca Beasley (unable to attend)*

Vice President of Finance: *David Wohl*

Vice President of States: *Kris Rau McIntyre*

Vice President of Divisions: *Tom Booth*

Executive Director

Betsey Horth

Executive Committee Meeting, Sunday, May 6, 2018

- I. President Jeff Gibson called the ExCom meeting to order at 9:10 am
- II. Greeting & Roll Call
Present: President, *Jeff Gibson*; Vice President of Services, *Lee Crouse*; Elected Past President, *Alan Litsey*; Vice President of Administration, *Maegan Azar*; President of Finance, *David Wohl*; Vice President of States, *Kris Rau McIntyre*; and Vice President of Divisions, *Tom Booth*
Absent: Secretary; *Rebecca Beasley*
Non-voting in Attendance: Executive Director, *Betsey Horth*; Program Manager, *Bradley Branham*
- III. Announcement of taping of the minutes by President *Jeff Gibson*.
- IV. President *Gibson* appointed Vice President of Finance *David Wohl* as Parliamentarian.
- V. ***Wohl* made a motion to approve the March 2018 ExCom Minutes, *Booth* seconded. Motion approved.**
- VI. Announcements
- VII. Action Items

- a. Executive Session to discuss ED Contract and Evaluation with priorities for focus of work in 2018-19
- b. Vote to come out of Executive Session
- c. Actions from Executive Session
 - i. **Wohl moved to approve the seconded motion from the Personnel Committee to approve the contract as drafted for the next FY for the Executive Director**
 - 1. **Approved with no discussion, all in favor.**
 - ii. **Wohl motioned that the FY 19 budget be amended to reflect a recommended increase in ED compensation based on her performance review.**
 - 1. **Azar seconds. Approved with no discussion, all in favor.**
 - iii. **Wohl moved to add a budget line under central office salaries called Membership Manager.**
 - 1. **Booth seconded. Approved with no discussion, all in favor.**
 - iv. Based on discussion from Executive Session, President *Gibson* is charging the Personnel Committee with developing a policy for Consulting by SETC employees.
- d. Position Announcement
 - i. **Wohl moved that the ExCom adopt the position description as drafted by the Search Committee.**
 - 1. **Azar seconded. Discussion as follows.**
 - ii. *Wohl* discussed an additional link to the description that will elaborate on the working conditions at SETC and the Greensboro area.
 - 1. *Booth* and *Horth* suggested moving “field and scholarship” to “Business and / or Scholarship” so the description would read ‘and knowledge of theatre as an art form, business and scholarship.’
 - 2. *Horth* suggested adding “commercial” to the constituents list on the job description.
 - iii. *Gibson* called for a vote on motion to recommended changes to the above position description drafted by the Search Committee.
 - 1. **Approved, all in favor for suggested changes.**
- e. *Gibson* reviewed proposed timeline as set forth by the Search Committee.
 - i. Search committee will have applications available for full consideration by July 1, 2018.
 - ii. Committee to have three sets of conference calls in July 2018 to review applications.
 - iii. August 23, 2018 the committee will meet in Charlotte to conduct phone and/or Skype interviews.
 - iv. In September after the 9th, there will be onsite interviews in Greensboro.
- f. VP of Administration, *Maegan* Azar brought forward the following items for Action.
 - i. **Rule 6. Meeting Dates.** The annual convention will begin on the first Wednesday in March, except that, in extraordinary circumstances, the Executive Committee may approve beginning the convention no more than one week before or after that Wednesday. The Fall ~~Professional Unified Auditions-auditions~~ and Board of Directors and Advisory Councils meetings will be held on ~~the first weekend following Labor Day a weekend at the end of August or beginning of September.~~ In addition to meetings during the annual convention and fall Board of Directors meeting, the Executive Committee will meet during the weekend immediately

following the first Sunday in January and the weekend immediately following the second Sunday in May, unless circumstances require meeting at another time.

1. **Booth** motioned to accept the rule, **Wohl** seconded. Approved, all in favor.
- ii. **Azar** moved to approve Playwriting manual, Theatre for Youth manual and Voice and Speech manual.
 - a. **Playwriting** – ‘secure’ was removed and changed to ‘recommendation of President’. Add at 8a. ‘or our members residing outside the region’ in an attempt to clean up language for current practice.
 - b. **TYA** – Decided not to change Central Office to Education Services Manager.
 - c. **Voice and Speech** – no additional comments.
2. **Wohl** seconded the motion, no further discussion. Approved, all in favor.

VIII. Items for Discussion

- a. Committee Appointments / Vacancies / Process
 - i. **Gibson** requested ideas and information on the best practice for placing members into committee roles (i.e. scholarship, endowment).
- b. State Convention Attendance was determined and State Reps will be asked to attend those not covered by ExCom members.
- c. ExCom’s Role at State Conventions
 - i. **Horth** discussed the need for developing the relationships with SETC visitors to States.
 1. What does the state leadership desire of the visitor? How can SETC be of help? Why do we send someone from ExCom?
 2. **Horth** would like the same benefits offered to festival adjudicators if an SETC representative/visitor fulfills that role.
 - a. It was agreed upon in discussion that SETC should continue to cover the costs of the SETC representative/visitor to state conferences which includes travel, lodging and food. All representatives would offer their expertise and assistance to the state leaders. If the State offers a stipend for adjudicators, it will be recommended that SETC representatives still be included.
 - b. **McIntyre** asked if there is any conflict regarding SETC members getting paid to adjudicate? **Horth** answered that no due to changes with the Personnel Committee discussed earlier.
 - ii. **Horth** and **Azar** will work on updating letter template that goes to state about expertise of those SETC are sending.
 1. **Horth** requested that ExCom send information on their area of expertise. This will be included in the letter to states.
 2. **McIntyre** will ask each state rep to define their requirements for each ExCom member that is attending and get that information to **Branham**. (i.e. how might we most benefit them?)
- d. State Reps

- i. *Gibson* wanted to clarify Bylaws regarding election/term limits. After discussion, it was decided that Azar will work with Jack on Article 3 & 8 on removing Division Chairs up into 3.2 and take it out of 8.
- ii. Discussion then ensued regarding the best ways to insure development of continuing and new leadership among State Reps. Several ideas were discussed.
 - 1. *McIntyre* will work with Central office to move discussion forward.
- iii. *Gibson* mentioned that it's important to let states know that ExCom is willing and excited to consider a plan to us by state reps to encourage the development of new and future leadership. It is important to be aware of timelines and fiscal management.

Break was taken at 12:00 pm for lunch. Reconvened at 1:00 pm.

- e. Scholarships, Awards, and Grants
 - i. Spending Priorities (spend down or make whole)
 - 1. *Conversation was deferred to August w/Endowment & StratCom Retreat.*
 - ii. Award Committees – Discussion considered if it would be more valuable to have the Awards included within the appropriate division. Would this help division leaders be more engaged? Or should the Award Committees remain as stand-alone committees? If the awards were assigned to divisions, readers/reviewers would be designated to evaluate applicants.
 - 1. Behm to TFY / Spiegel to Design-Tech / KEAP to Secondary / others?
 - 2. ExCom would like to change the name of Porterfield, Smith, Holliday, Ballew, Wilson and Halbach 'awards' to 'scholarship.'
 - 3. Rename **Secondary School Scholarship** to **Undergraduate Scholarship.**
 - 4. *Gibson* tasked *Wohl* with working with Dean Slusser and chairs of the committees to embed scholarships into committees with existing services.
 - a. In August, *Wohl* will develop and present a full set of changes for revising the structure as well as renaming scholarships and awards.
- f. Mentoring
 - i. Existing Mentoring Program
 - 1. Mentors numbers for this year (23 requests / 8 mentors)
 - a. *Gibson* stated that Jeremy Kisling is continuing with Mentoring but would like committees to help identify mentors. *Crouse* will ask Services Council members to help identify mentors.
 - i. *Gibson* stated that Jeremy noted written guidelines for mentoring need to be developed. *Crouse* and Central Office staff will work with Jeremy on this.
- g. Leadership Training Initiative (*complement to existing mentor program*)
 - i. Model of SETC Leadership Initiative used in past (March 3, 2004 minutes)
 - 1. *Gibson* noted that this seems more like a leadership training seminar as opposed to bringing new leaders into SETC.
 - a. *Wohl* recommended that this should cover governance, finance, IOT – not just festivals and conventions.

2. *Crouse* suggested that perhaps we can include Leadership Training into our convention programming – the model can then be taken to the states.
 3. *Gibson* will ask Tiza Garland about the development of a proposal to present to ExCom for a sustainable leadership identification and engagement initiative.
- ii. Diversity
1. *Gibson* discussed Marci Duncan’s previous suggestion of the possibility of a grant for convention that would focus on SETC leaders from diverse backgrounds.
 - a. Note regarding increasing inclusion: Duncan- grant for those who self-identify an interest in governance / also a ‘leadership interest meeting.’
 - b. *Gibson* noted that Cultural Diversity has offered diversity training for the board in August – could this be a potential activity for our Friday night activity at the August meeting?
 - i. *Horth* and *Branham* will follow up to see if this is still something they can do.
- h. Division Restructuring
1. Six areas identified at the January 2018 meeting:
 - a. Producing Organizations
 - b. Individual Artists
 - c. Education
 - d. Professional Services
 - e. Festivals
 - f. Advocacy
 - ii. Discussion in Divisions about separating the idea of festivals
 1. *Crouse* has volunteered and *Gibson* has tasked *Crouse* to lead the research on the creation of a Constituents Task Force, to report in August, that focuses on how various constituents are served, or not served well, by the current structures and services within SETC.
- i. *Programming*
- i. *Crouse* brought Stage Combat into discussion.
 1. Stage Combat workshops are overflowing and are not always safe for teaching.
 2. *Crouse* and *Branham* will discuss the possibilities of structuring limits for Stage Combat workshops.
- j. *Strategic Planning*
- i. *Gibson* asked for input on getting clear direction to Strategic Planning for where we want them to go based on info from Strategic Planning committee in March.
 - ii. Topics included:
 1. Code of Ethics for the Organization?
 2. Facilitating communication across the organization – developing communication tools for record keeping and sharing.
 3. In August *Gibson* would like a combined meeting with Endowment and Strategic Planning to set forth some priorities for the organization in

dealing with Scholarship and Awards and what we as an organization want to focus on through the next 5 to 10 years.

4. *Azar* highlighted the idea of Diversity again.
5. *Horth* noted that she would like Staff and ExCom to work together so ExCom hears what Central office staff thinks is important to focus on.

IX. Executive Director Report: Betsey Horth

- a. *Horth* distributed convention statistics and reviewed.
 - i. In reviewing Spring Auditions Statistics, request was made to publicize how many roles company reps were hiring for and if it was possible to separate musical theatre roles.
- b. Auditions Task Force met end of April
 - i. *Horth* passed out the action items from the Screening Auditions Task Force. Task Force has already initiated several actions.
 1. Language for rating has been clarified. Marshall has incorporated the changes already.
 2. The rubric and percentage system will be well publicized to assist clarification of adjudication.
 3. *Duncan* is working on clarifying language and materials that are available to auditionees.
 4. *Azar* is developing information to be shared with the Professors/Reference Providers.
 - a. References will be invited to attend one of the auditions sessions in March when they receive "Thank you for providing a reference" from Central Office.
 - b. Creating material that will be handed out to College and Univ. professors at the mixer with links to audition videos, best practices for preparing students, myth busting, FAQs, etc. This will also go out with initial contact and on the website.
 5. *McIntyre* will work as the Vice President of States to gather information:
 - a. Current workshops offered at the states for auditionees
 - b. How the various schools view the Screening Auditions
 - c. How the various professor prep their actors
 - d. How the State Reps engaged in their screenings
 - e. Best Practices for 4th Respondents
 6. *Crouse* suggested offering a survey immediately following the audition. Suggestion: One free registration will go to each state.
 7. *McIntyre* is working on Best Practices for 4th Respondents to have these conversations and building partnerships with States.
 8. *Duncan* has seen footage from the videos but has asked videographer to reformat. Task Force is expecting the video to be completed very soon.
- c. Proposed Actions for ExCom discussion:
 - i. Task Force recommends changes to adjudication system and participation. *Horth* distributed documents and information and facilitated the discussion.
 1. Adjudicators would come out of the professional division pool.

2. SETC central office's Professional Services will work with the AudCom, Pro-Div and state leaders to confirm all three adjudicators for the SETC screenings in each location.
3. SETC would pay all honorariums directly to Screening Adjudicators. Each adjudicator would receive the same amount. Ultimately SETC would cover additional adjudicator expenses. To make this possible, a three year plan is proposed. By 2020 all actors attending the screening auditions in all states would pay \$85.00.
 - a. Phase 1, 2018: All States have a minimum cost of \$65.00
 - i. SETC pays honorarium for each adjudicator
 - b. Phase 2, 2019: All States have a minimum of \$75.00
 - i. SETC adds \$100.00 to each adjudicator's travel
 - ii. SETC pays honorarium for each adjudicator
 - c. Phase 3: All States have a minimum of \$85.00 (2020)
 - i. SETC is covering all Screening cost based on 2017 state expenses (with the exception of facility rental)
 - ii. By this year each state receives \$50.00 per applicant and has eliminated most screening expenses
- ii. All screening hosts would be asked to provide a minimum of two 4th respondents for the screenings in their location.
- iii. *Horth* asked for support for the proposal with the qualifier that there is time to confirm these numbers based on a three year average as suggested by *Wohl*.
- iv. ***Crouse* moves to accept the proposal with clarification on the three-year auditionee rate over the three-year period and confirmation of the fiscal impact.**
 1. *Wohl* and *Horth* clarifying fiscal impact to confirm the numbers.
 2. Next step is rolling forward.
 3. ***McIntyre* seconds the proposal. No further discussion on item. All in favor – none opposed.**
- d. Auditionees who do not pass Screenings in their senior year.
 - i. Task Force proposed a change in process for senior actors that were passed previously but do not in the most recent audition.
 1. A "Senior Request Policy" is a way that seniors can petition to attend Professional Auditions at SETC's annual convention.
 2. Requirements would include a written request, letter of recommendation from most recent professional job, resume, proof of graduation and proof that they've gotten work in the past from SETC.
 3. ExCom discussed and supports the change with the expectation to revisit this policy in the future if needed.
- e. 2019 item - Task Force discussed beta-testing a Screening Audition outside of the SE region.
 - i. *Crouse* recommended that if this is out of region, it needs to be somewhere that is recognizably out of region.
 - ii. *Gibson* recommends doing research on finding where we currently have the most out of region.
 - iii. *Horth* recommended a mid-Atlantic state since it would not affect Virginia's numbers due to the fact that they only have 20 out of state screening

auditionees and would not cut into their finances. Mississippi and Kentucky already have a strong showing and rely on those funds.

- iv. After discussion of proposal, ExCom would like Central Staff to research and move forward with piloting a beta test on an Out of Region Screening Audition in 2019.
 - f. Consulting: Update on Consulting
 - i. *Horth* believes that the consulting arm of SETC is going very well with several projects in process.
 - ii. Theatre Consulting Network is the brand – working on some different logo options.
 - g. Branding: Update on Branding initiative – Responses from “The Wall” at convention
 - i. *Horth* distributed a document create by Clay that shows data from The Wall. Highest response from wall was Opportunity/Great Opportunities.
 - ii. SETC is trying to capture who we are TODAY and how we serve the SE states along with the rest of the nation.
 - iii. Suggestion of “Connecting You to Opportunities in Theatre Nationwide” by Julie Richardson.
 - 1. ***Azar* made a motion to present to the board for approval the addition of the word “Nationwide” to SETC’s mission statement.**
 - 2. ***McIntyre* Seconds. No further discussion. All in Favor – None opposed.**
 - h. IOT Update
 - i. Clay and Kim have been updating and changing of the website.
 - ii. Conference moving forward for LOST COLONY, October 16-19, 2018. Hotel rooms at Ramada Plaza (Kill Devil Hills).
 - i. Theatre Resource Central
 - i. Mike Hudson has said that he has access to an individual who is willing to help with design and online portion.
 - j. Update from Central Office Staff
 - i. *Branham* provided graphs that show programming data from 2017 and 2018’s convention to show who we are serving.
 - ii. Separate convening opportunities for Professional Artistic Directors.
- X. Unfinished Business
- a. *Gibson* noted that in March we spoke about a gift policy and a process for Endowment accepting restricted gifts.
 - b. *Wohl* confirmed that Amanda, Chair of Endowment is working on these for August.
- XI. No further announcements or new business.
- XII. *Azar* moved to adjourn, *Gibson* adjourned at 5:56 pm.

Summary of Action Items

Motions

- i. *Wohl* moved to approve the seconded motion from the Personnel Committee to approve the contract as drafted for the next FY for the Executive Director. Approved with no discussion, all in favor.
- ii. *Wohl* motioned that the FY 19 budget be amended to reflect a recommended increase in ED compensation based on her performance review. Compensation of the approved contract will reflect a 2% cost of living and 2% merit added to the current salary. *Azar* seconded. Approved with no discussion, all in favor.
- iii. *Wohl* moved to add a budget line under central office salaries called Membership Manager at a salary of \$35,000 to \$37,000. *Booth* seconded. Approved with no discussion, all in favor.
- iv. *Wohl* moved that the ExCom adopt the position description as drafted by the Search Committee. *Azar* seconded. *Approved with the following changes:*
 - a. “field and scholarship” to “Business and / or Scholarship” so the description would read ‘and knowledge of theatre as an art form, business and scholarship.
 - b. Addition of “commercial” to the constituents list on the job description.
- v. *Gibson* and *Wohl* to work on a template for scheduling via email for September 2018 meeting.
- vi. *Azar* proposed modifying rules for meeting dates as follows:
 - a. **Rule 6. Meeting Dates.** The annual convention will begin on the first Wednesday in March, except that, in extraordinary circumstances, the Executive Committee may approve beginning the convention no more than one week before or after that Wednesday. The Fall ~~Professional Unified Auditions-auditions~~ and Board of Directors and Advisory Councils meetings will be held on ~~the first weekend following Labor Day~~ a weekend at the end of August or beginning of September. In addition to meetings during the annual convention and fall Board of Directors meeting, the Executive Committee will meet during the weekend immediately following the first Sunday in January and the weekend immediately following the second Sunday in May, unless circumstances require meeting at another time.
05/06/2018
 - i. *Booth* motioned to accept the rule, *Wohl* seconded. Approved, all in favor.
- vii. *Azar* moved to approve Playwriting manual, Theatre for Youth manual and Voice and Speech manual
 - a. *Playwriting* – ‘secure’ was removed and changed to ‘recommendation of President’. Add at 8a. ‘or our members residing outside the region’ in an attempt to clean up language for current practice.
 - b. *TYA – Educational Services Manager regarding Festivals – referring to Central Office added back in.*
 - c. *Voice and Speech – no additional comments.*
 - i. *Wohl* seconded the motion, no further discussion. Approved, all in favor.
- viii. *Crouse* moves to accept the proposal as set for by the ED regarding changes to state fees with clarification on the three-year auditionee rate over the three-year period and confirmation of the fiscal impact. *McIntyre* seconded. Approved with no further discussion.
- ix. *Azar* made a motion to present to the board for approval the addition of the word “Nationwide” to SETC’s mission statement.
 - a. *McIntyre* Seconded. No further discussion. All in Favor – No opposed.