

MINUTES OF A MEETING OF THE BOARD OF CONTROL OF THE ART STUDENTS LEAGUE OF NEW YORK HELD JULY 22, 2020, PURSUANT TO NOTICE DULY GIVEN, VIA INTERNET TELECONFERENCE (ZOOM).

1. The meeting was called to order at 6:00 p.m. with President Robin Frank in the chair.

Board of Control (BoC) Members Present: Robin Frank, Beth Berns, Cathy Blake, Ezra Bookstein, Charlotte Bialek, Nelsena Burt-Spano, Thomas Greenbaum, Michael Jacobs, Julia Salinas, Jeff Sundheim. Absent: Nancy Smith

Also present: Former Board Member Robert Morris; Karen Gaines, CFO; Robert Telenick, Director of Programs; Paul Livornese, Director of Marketing & Creative Services; Development Consultant Rachel Weingeist and Manager Thomas Tacik, taking minutes.

2. **Approval of Minutes:** The minutes of the previous meeting of the BoC, held June 24, 2020, having been circulated to the board members, were approved.
3. **New Business:** PowerPoint Presentation of Online Education Program (e-telier) Proposal by staff members Paul Livornese, Robert Telenick, and Karen Gaines.

Board member Tom Greenbaum asked a question regarding registration numbers versus student enrollment numbers and discussed the need for more research and feedback from students. Board member Julia Salinas pointed out that there was no alternative other than to create an online program. Mr. Greenbaum stated that more data and criteria for measurement would be needed before investing in creating this program.

President Frank led a discussion, including board members Nelsena Burt-Spano and Beth Berns, about the online platform Kannu, asking if the platform could be duplicated in-house; what are it's primary features and what could the platform provide that is not already being implemented by the League.

Board member Michael Jacobs led a discussion regarding cost analysis of different platforms and instructor compensation.

Mr. Greenbaum led a discussion regarding course content and instructors. Board member Jeff Sundheim recommended the hiring of an expert to analyze the League's efforts.

Board member Beth Berns asked if a candidate has been identified for the online learning manager's position, and who would be an ideal candidate. Mr. Livornese responded that the ideal candidate would be someone who could wed the technical side with the art education aspect of the role.

Vice President Charlotte Bialek led a discussion regarding the community aspects of an online learning system as being key to its success. Former board member Bob Morris stated that interaction is a key element of importance, and asked if the online experience could be comparable to learning in the studios. Mr. Telenick discussed the live interactive aspect of current course offerings.

Ms. Burt-Spano discussed the drawbacks of the online classes and recommended more testing.

President Frank asked how many people were re-enrolling in online courses. Mr. Telenick discussed the legacy classes, which are comprised only of returning students because those classes have not been made public. Mr. Telenick went on to discuss the advantages of working with an online platform such as Kannu for digital management of online learning content.

Vice President Ezra Bookstein led a discussion regarding professional development for instructors, the high cost of setting up a dedicated production studio, and the possibility of leasing space outside the League building for a studio.

President Frank asked what we can predict for our students once we reopen; would they continue with a hybrid of online and in-person classes. Mr. Telenick stated that students from around the world are enrolling in League online classes without any marketing, and that the goal was to build a new student base.

There followed a discussion regarding exploring production capabilities by renting and testing equipment. It was agreed that the board would review the program proposal and have a new meeting to discuss the proposal in greater detail.

Mr. Morris discussed what Channel 13 television was doing in online education and emphasized the importance of the interactive aspect of League classes. There followed a discussion regarding the logistics of establishing a production studio.

There being no further business, and upon a motion duly made and seconded, the meeting was adjourned at 8:15 p.m.



Robin Lechter Frank, President

8/19/2020

Date



Thomas Tacik, Staff Member (Taking Minutes)

8/19/2020

Date