

Secretary-Treasurer Report 2015

My term as Secretary-Treasurer and Executive Director of the ASA did not officially begin until February 1, 2015, but I began work in September 2014 on transition from my predecessor, Dabney Townsend. I am very grateful to him for his helpfulness and graciousness in making this transition as smooth as possible. I also appreciate people's patience as we move a range of accounts and functions across country.

National Office

The ASA contracts with a wide variety of firms and individuals to provide needed services, such as printing of the Newsletter and tax filings with the IRS. Thanks to the efficiency of on-line communications, it has not been necessary to relocate all of these functions from Savannah to Denver, which is now the official home of the National Office. Our journal co-editors are in Minnesota and Michigan; our newsletter co-editors in Ohio and New York state; Facebook manager in Mexico City; Web editor in the Netherlands; printer, accountant and fiscal advisors in Savannah; and legal counsel in Washington, DC. We did move our official mailing address to: 1550 Larimer St. #644, Denver, CO 80202-1602. We also moved some business accounts to a major bank with a physical presence in Denver, and we added a direct pay option for people who receive more than one payment from ASA in a year.

As the ASA does not have a physical office or office staff, it has an operating budget which is lean and mean, especially compared with larger organizations with substantial overhead. We also have no university home at present. This is an advantage, as we do not need to negotiate with financially strapped universities for overhead costs, but it can also be a disadvantage at those times when it would be handy to be able to turn to student assistants to complete the routine tasks which inevitably arise in running the organization. These should be considerations in the recruitment of future secretary-treasurers.

Annual Meetings

The Annual Meeting for 2015 will be November 11-14 in Savannah, Georgia. It is a gorgeous, historic city and I hope many ASA members will attend. The program chair, Andrew Kania, reports a record number of submissions for the program (93 papers and 14 panels), which was announced in August. The Feminist Caucus, chaired by Peg Brand, has organized a series of workshops for Saturday, November 14, to celebrate the 25th anniversary of the Caucus. Pre-registrations are being handled for the first time on the new web site. Also for the first time, we offered early-bird registration rates for those registering at least 30 days before the meeting; for ASA members, the early-bird rates were the same as those for 2014. Of the 157 registered as of 10/30/2015, 128 registered early-bird. Print information about the meeting, with a mail-in registration form, was included in the Summer Newsletter, but only five mailed in paper registrations and checks.

The hotel rate for the conference at the Desoto Hilton was so attractive (\$109/night) that the room block was booked very quickly in late August and the hotel refused repeated requests to expand the room block. When the economy was in serious recession, hotels were eager for our business. Now that the economy is in a strong recovery in most of the country, they have less incentive to bargain with us for economical sleeping rooms. Although rates for the hotels in the next few years are not this attractive, they will still be economical compared with the open market. I encourage people to plan ahead to arrange roommates, when possible, and book their rooms early. I have expanded our room block slightly for the next few years, but am reluctant to expand by too much. We get free meeting rooms and several other perks for attendees when we meet our rooming commitment. Some old-timers

will remember when Secretary-Treasurers had to plead with people to stay at the conference hotel. Those days seem long gone now.

We are trying, for the first time, an app called Grupio at the annual meeting. Everyone is able to look up the meeting schedule, maps, hotel information, restaurants, speaker bios, and much more on your tablets, smart phones, and laptops. The app works with both Apple and Android on tablets and smart phones. On laptops, the same information is available in a different format:

<http://www.grupio.com/asa2015>. Preliminary schedule information was available on Grupio in August, a few weeks before our new web site went live. The Grupio app can be downloaded for free at the Apple Store and Google Playstore. I will be very interested in member responses to this approach to providing meeting information. Our new web site provider (Your Membership.com) has a new app which we could use in 2016. We are also looking at the option of a multi-event license, so the regional meetings could use it, if they chose.

The Board approved an overhaul in the registration fees for our annual fall meeting. ASA's fees have been very low compared with the American Philosophical Association, the American Political Science Association, and the British Society for Aesthetics. We run this important meeting at a substantial deficit and hope to reduce that somewhat. We now consider special requests for fee reductions from unemployed and underemployed aestheticians, following the case-by-case approach of APA-Pacific, although none has been received.

The Board also adopted a new policy on the use of recording devices at our annual meetings. We learned of some unfortunate incidents at other professional meetings, when entire talks were recorded and distributed on-line, without the advance knowledge or permission of the speakers. Our new policy: "Out of respect for our speakers, unless you receive their express approval beforehand, please do not use any visual or audio recording devices of those speakers during their presentation." Enforcement of this policy will rest solely with the chair of each session. If a speaker does not object to being recorded, that is the speaker's choice.

One of my priorities this past year has been securing hotel commitments for the Annual Meetings for the next several years. Other members of the American Council of Learned Societies (ACLS) typically book annual meetings three to five years in advance. With the economy strong, hotel space at acceptable rates is increasingly difficult to come by. Our membership has indicated they want to meet in interesting areas, with cultural opportunities. I routinely look at airfares to various cities, to find locations with competitive rates for our members. Finding hotels with acceptable rates and adequate meeting rooms in attractive and inviting venues is an increasing challenge.

I learned a lot from our survey of members last fall on preferred scheduling options and locations and have taken that into account. I am keenly aware of the fiscal stress on many members. About a third of our members do not have access to any travel funds to attend meetings, and I have taken costs into account in looking at meeting sites. I always talk with hotels about the availability of double rooms with two beds for those who need to share to cut costs. I look at ground travel from the airport and the availability of reasonably priced food options in the adjacent neighborhood. In some cities, such as Toronto, Amtrak service will be an economical alternative for transportation to the meeting.

We have a small window for scheduling meetings and compete with both business and non-profit groups for hotel space. On the survey last year, I asked about meeting over Labor Day (when the APSA meets), summer, and early in the new year, but respondents were not happy with those alternatives. When we exclude Halloween weekend (at the request of many members) and take into account the

schedules of both quarter system and semester campuses, our window is basically early October through mid-November.

On the new web site, I added a survey for preferred cities for future meetings. I encourage everyone to vote if you have not yet done so. We are looking now at locations for 2020 and beyond. Strong contenders at this point are Portland, Oregon; Montreal; and Washington, DC. Although it is perhaps too early to plan on meeting in the next decade in Havana, another city of great interest to members, I hope we can make such a trip eventually. Mexico City has been a successful meeting site for other American professional groups and would enable us to address our strong and growing intercultural interests.

At the urging of many members, I have contacted associations with shared interests in the arts to see if we might coordinate our meetings, but have been unable to arrange this so far. We have sought bids from several cities of interest to members, but costs are prohibitive (e.g., Chicago, San Francisco, Boston). If any members are interested in hosting a future meeting, please get in touch with me and we'll see what we can do.

Here's the schedule of annual meetings through 2019:

Savannah: DeSoto Hilton Hotel: November 11-14, 2015 (Program chair: Andrew Kania)

Seattle: Seattle Renaissance Hotel: November 16-19, 2016 (Program chair: Sherri Irvin)

New Orleans: Astor Crowne Plaza Hotel: November 15-18, 2017 (Program chair: Jonathan Neufeld)

Toronto: Fairmont Royal York Hotel: October 10-13, 2018

Phoenix: Sheraton Phoenix Downtown Hotel: October 9-12, 2019

Membership

When I was handed the baton on February 1, 2015, the paid membership stood at 388. This is truly alarming, given that membership in 1999 was 1042. My goal for 2015 was to get our membership back up to 500 and I am pleased that we are now at 507.

Many people have offered their ideas on how to reverse this membership slide, and it's clear that there is no "silver bullet." I believe we need to proceed on many fronts. Here are some things I've done this year to try to rebuild membership.

Enforcing existing membership requirements: Historically, the ASA has limited several activities to members, including presentations on the program at the annual meeting and eligibility for the annual monograph prize. It's not clear to me that all of the existing requirements have been consistently enforced and I have focused on doing that this year.

Adding membership requirements to more activities: We are trying to strike a balance between activities open to everyone, in hopes of introducing them to both aesthetics and the ASA, and activities that are restricted to members and provide incentives for new and renewed memberships. Activities open to non-members include most of the new web site, the new Twitter feed, the Facebook-group page (which replaces the old AE-list-serv, which went off-line in August when the new web site went "live"), and attendance at ASA-sponsored conferences.

The Board this summer also added a few requirements for membership to encourage more to join the ASA. Beginning in 2016, anyone submitting a paper for the annual meeting must be an ASA member **at the time of submission**, the same approach used by APA. In the past, although we required ASA

membership for everyone on the program, many accepted papers were by non-members. In 2015, 21 of 57 accepted papers for the annual meeting were by non-members, and I spent much of the summer sending diplomatic reminders that they needed to join ASA and also register for the meeting. At this writing, I still have a few stragglers who have repeatedly ignored my e-mail requests. That will no longer be possible. Each region also must now require ASA membership for all on the program and all on the organizing group, although enforcement methods will be left to each region.

The Board also added ASA membership requirements for some on-going prizes, including the John Fisher Prize and the Ted Cohen prize. For students wishing to publish their dissertation abstract on the ASAGE site, a valuable form of self-promotion, ASA student membership will be required.

We also require ASA membership at the time of application for several new opportunities we created this year, including presentations at the Summer Institute for Diversity in Philosophy at Rutgers University and the UCSD Summer Program for Women in Philosophy.

Adding perks for members: We are adding several valuable perks for members which are only available in the members section of the new web site. Currently, that includes access to historic archives from the ASA, minutes and other documents from current ASA activities, and discounts from Oxford University Press. A new member-search function also is available on the site, available only to members; we hope members find this helpful in identifying possible speakers for conferences and persons in the same geographic area with shared interests. In 2016, members will have access for one-year to the on-line version of the new *Oxford Encyclopedia of Aesthetics-2d* edition and six months of on-line access to *Grove Art Online* and *Benezit Dictionary of Artists*, available only to members on the new web site.

New grant-funded conferences: Only members are eligible to apply for grants. I have made encouraging grant applications a major priority and am pleased at the steady stream of applications we have received. Among other things, I made presentations at all three regional meetings and asked for time on the agenda to talk about the future of ASA and encourage brainstorming with me about possible conferences and other activities. We are co-sponsoring four conferences in the spring of 2016. All aim to show the rest of the academy, as well as the broader public, the value of aesthetics for a wide range of interests: architecture/design and aesthetics, the ethics and aesthetics of the environment, art and cultural images (held at the APA-Pacific meetings for 2016), and theater and aesthetics. Several more exciting interdisciplinary projects are in the pipeline. Among other things, I hope these conferences will help demonstrate the interdisciplinary possibilities of aesthetics and attract more members. The Board also approved a new requirement that all grant-funded activities must give credit to the ASA and include our logo. This will help us build the identity of the ASA as an organization supporting a wide range of important and worthwhile activities in aesthetics and thus promote future membership.

Responding to changes in the profession: The traditional professoriate is changing, with increasing reliance on adjuncts, lecturers, visiting professors, on-line teaching, and outsourced instruction. At least some of our membership decline seems attributable to the loss of traditional, tenure-track teaching opportunities. We can try to push back, as others are trying, but the changes are major and likely to continue. If we focus mainly on recruiting from traditional academic positions, we are likely to decline as the traditional professoriate declines. I regularly talk with people who love the arts and aesthetics, but have no expectation of ever getting a tenure-track job with good benefits that earlier generations enjoyed. Is there a place for them in the ASA? I believe there is, but we need to focus on what we might do to adapt. I hope we can provide information and incentives on using aesthetics education in non-traditional careers outside the academy. Having spent fifteen years of my own career in non-traditional

positions, I know these jobs can be rewarding in many ways and also make good use of formal academic training. I am talking with many people about ideas for conferences that reach out to non-traditional audiences with events on evenings and weekends when they can attend and with content that connects with their interests. Should we be trying to add more streaming video to our events? Will on-line conferences and blogs be of interest? Our essay contest for the 2016 meeting is focused on this new terrain. If we show at least some of these people that they have a place in the ASA and we value their contributions, some membership will follow.

Member outreach: I have tried to take advantage of economical mechanisms for reaching out to lapsed members. In March, I sent e-mail to the people who had lapsed in membership in 2014 and picked up a few renewals. When I have been travelling on other business, I invited members (including lapsed members) to join me for brunch. So far, I have held these in Washington, DC, New York City (for graduate students), and Toronto, and I am organizing another for southern California in December. Even for those unable to attend, I have been able to strike up worthwhile conversations to elicit their ideas for the future of the ASA. I attended the APA-Pacific meeting this year, especially because there were so many aesthetics sessions and people on the program and had several brainstorming conversations.

New modes of communication: As discussed below, we are expanding our means of communication in several ways, which I hope will reach a broader range of people interested in aesthetics of various ages. We are straddling several generations, so we still have a print newsletter which included information on the Annual Meeting in the summer issue, but we have added several newer forms of communicating: a Twitter feed (@ASA_aesthetics), a Facebook group page (<https://www.facebook.com/groups/7399905817/>), and the new web site with many more interactive features. While “community” was shaped largely by in-person meetings only a few decades ago, these new forms of social media are building new senses of community, available to people who love the arts and aesthetics but for whatever reasons are unable to attend our meetings. We need to continue staying in touch with new media that respond to contemporary interests, including the on-line conference the Board has funded for 2016 and the Aesthetics for Birds blog, which the ASA Board funded as a start-up last year.

Differing senses of “aesthetics”: Several long-time members have suggested to me that membership has dropped off as ASA membership is perceived as of interest only to narrowly defined analytic philosophers. Our current membership includes a wide range of practicing artists, art educators, historians, anthropologists, and many others. On a survey I posted on the new web site, members indicate interest in much more than analytic philosophy. In our meetings and other ventures, I hope we can be as broadly inclusive as possible to demonstrate the relevance of ASA to a wide range of disciplinary interests and methodologies.

New Technologies and Social Media

I have been working with the Board of Trustees and an ad hoc committee on Social Media to explore adding new capabilities to our communications and dissemination. We spent much of the year working with a web technology company to move to a new web site and went “live” on August 28. It is the same company that supports the American Philosophical Association’s new web site and gives us many more options for members and non-members alike. Members can look up their own membership status and see whether they are paid up on dues, e.g. We also are able to collect anonymous demographic data from members and get a better sense of the state of the profession. In 2016, we will be giving members twelve months of on-line access to the new edition of the *Oxford Encyclopedia of Aesthetics* and six

months of on-line access to *Grove Art Online* and *Benezit Dictionary of Artists*, available only to members on the new web site.

I want to thank Dom Lopes, our immediate past-president, for his pioneering work in the mid-1990s to give ASA its current web site. We were one of the first professional societies to have a web site and it has been a prominent feature of our services to the profession. But after almost two decades as web editor, he asked to pass the baton to a new web editor. Rob van Gerwen was selected after a search; he began work on the new site June 1, 2016.

We established a new Twitter account for announcing deadlines and other information about the ASA. Please follow us: @ASA_aesthetics. We decided not to forward Tweets from other associations; if people want to follow them, they can, so we won't clutter up people's Twitter feed with duplicates they are already receiving. For the annual meeting, we encourage people to use #asa2015 to share comments on the meeting.

We have ruled out, for the time being, establishing a YouTube or Instagram account, but are open to adding those in the future. The technology exists for us to live-stream our meetings, but costs are still high. We could consider this in the coming years if there is member interest. We would like to add still photos from our various events to the new web site, and welcome submissions from members for that use. Cynthia Freeland is serving as the photo editor for our Savannah meeting and photos should be sent to her. In submitting photos for the web site, photographers are providing ASA with a non-exclusive, royalty-free license to use the photos in its official publications, including the web site.

We have wondered what to do with the physical archives of the history of the Association, including programs of meetings and minutes of the Board. Many of these are on deposit in the archives of San Diego State University. A detailed inventory, along with a few of the earliest documents, have been scanned and are available under the Members tab of the new web site. More will be scanned and posted as time permits. These are of specialized interest to some researchers. E.g., the Feminist Caucus would like to search old records concerning the participation of women in the ASA. For those interested in specialized topics, such as dance or opera, it is possible to search presentations at annual meetings to see when these topics were addressed and which scholars were doing pioneering work on them. The on-line archive has the distinct advantage of being available to everyone with access to the Internet worldwide. We also will try to add an online archive of the regional meetings, to the extent we can obtain copies of the programs.

Grants

The ASA is fortunate to have a substantial investment account (valued at \$3.1 million at this writing), and we are committed to using the revenue to support grants of various kinds that will promote the ASA and aesthetics. The complete list of grants funded in 2011-2015 is available on the new web site with the guidelines. I am always happy to brainstorm with people on project ideas and to review draft proposals with an eye to issues that have been of concern to the Board. Funding decisions are made by the Board of Trustees, and proposals are accepted throughout the year. The Board needs at least a week to discuss by e-mail and another to vote, but schedules sometimes require a longer review period. We have several important priorities we are trying to support with these grants and welcome ideas for future projects.

Promoting aesthetics within the academy

We are alarmed that after the retirement or death of prominent aestheticians in recent years, departments are not always choosing to replace them with specialists in aesthetics. We aim to demonstrate the continued importance of hiring aestheticians and offering aesthetics courses.

For example, we are co-sponsoring with philosophers of art from Australia a two-continent conference on "Art and Imagination: the role of metaphors, tropes and images in shaping experience and guiding action." The project received major funding from the Australian Research Council (ARC). The first conference will be held April 2-3, 2016, in San Francisco to coincide with the APA-Pacific meetings. The second will be held over several days in July 2017, during the annual conference of the Australian Association of Philosophy. ASA funds, up to \$7,000 overall, will support video streaming of the Australian events so interested persons worldwide can benefit. ASA funds also will support travel grants to both conferences for ASA members whose papers are selected for presentation by the program committee. We look forward to demonstrating the important role of aesthetics to a broad range of philosophers at these conferences.

Three other conferences we have funded for spring 2016 share the goal of demonstrating to both the university and interested public what aesthetics can offer. These include the conference on architecture/design and aesthetics, the conference on theater and aesthetics, and another on the ethics and aesthetics of the environment.

We also are supporting graduate students in aesthetics. In the past, we have funded a one-day graduate student conference in conjunction with the ASA Eastern meeting in Philadelphia and we are again funding this in 2016, one day after the ASA-Eastern meetings. We awarded our first Dissertation Fellowship to David Johnson of Northwestern University. The competition was ferocious, with twelve applications. The deadline for the next Dissertation Fellowship competition is January 1, 2016. For students with papers accepted for the annual meeting, we continue to provide generous travel grants.

Promoting diversity within the profession

We are especially proud of funding two important summer programs for undergraduate philosophy students. For the two-week UCSD Summer Program in Philosophy for Women, at the University of California, San Diego, we funded one of the two faculty members. Twelve ASA members applied for this opportunity and we are pleased that Anne Eaton, University of Illinois-Chicago, represented us. For the one-week Summer Institute for Diversity in Philosophy at Rutgers University, we sponsored one guest speaker. From six applicants, we selected Jane Forsey, University of Winnipeg, to represent us. Our financial support not only helps promote diversity in the profession but also introduces these promising undergraduate students to aesthetics. We hope to continue supporting these diversity initiatives in the coming years.

The ASA Diversity Committee completed its first competition for \$5,000 awards to develop curriculum modules that could be used in teaching aesthetics. The winners are Monique Roelofs, Hampshire College, and Simon Fokt, University of Edinburgh. The winning curricula have been posted to the new ASA web site under ASA-Diversity. Up to three awards each year for the next two years are anticipated.

Using new means of communication and technology to promote aesthetics

Our four in-person meetings each year are successful and popular, and we will continue those. But we understand that many members are unable to attend these, due to financial and scheduling

complications. We are exploring additional means of dissemination and communication. As noted, we are funding streaming video from the Australian conference in 2017. We have awarded a grant for an on-line aesthetics conference in 2016; if it is successful, we can consider making this an annual event. ASA funded the start-up costs for the popular blog, *Aesthetics for Birds*, developed by Christy Mag Uidhir at University of Houston. We also approved funding for an ASA member to develop aesthetics content for the new *Wi-Phi* site, although we did not receive applications and have tabled this project for now. As technology develops and costs decline, we should remain open to taping and/or live-streaming at least some of our annual meetings, for people without the means to attend in person.

75th anniversary of the ASA

Our 75th anniversary will be in 2017. The editors of *JAAC* have already announced an exciting schedule of special publication. Jonathan Neufeld accepted the Board's invitation to be the Program Chair for the meeting, to be held in New Orleans, LA. We hope everyone will share your ideas for how to commemorate this event throughout the year.

Regional Meetings

Our three regional meetings (in Philadelphia, PA; Asilomar, CA; and Santa Fe, NM) were great successes. All three regions finished their meetings with sufficient carry-over funds in case there is an unexpected registration drop for the next year. All registrations and financial disbursements are now handled through the ASA web site. One gap in the funding arrangements for the regional meetings is support for travel for students and unemployed/underemployed philosophers. I asked for time on the agendas at all three meetings so I could make a presentation on the future of ASA and had many productive brainstorming conversations with persons interested in pursuing grant applications.

ACLS/NHA

The American Council of Learned Societies has its annual meeting for member organizations in May. Dom Lopes attended the Philadelphia meeting this year as the ASA Delegate and I attended as the Chief Administrative Officer. ASA also belongs to the National Humanities Alliance, the major lobbying organization for the humanities in the US. As their annual meeting in March was right before the ASA-Eastern meeting, I attended. Although it is unlikely I will attend in future years, I was eager to put names with faces of many people in the NHA that I had contacted for advice on the administration of the ASA.

Elections

Two trustees complete their three-year terms on January 31, 2016 (James Harold and Sarah Worth). The trustees nominated four persons to stand for election in January 2016 and all four accepted: Christopher Bartel, Jeanette Bicknell, Eva Kit Wah Man, and Katherine Thomson-Jones. Their bios are posted on the "Trustee elections" submenu on the Members section of the new web site. That is also where the elections will be held in January. The new web site will allow us to set up elections that are completely confidential and easy to submit, which we hope will increase the participation rate. For the handful of members who do not use e-mail, printed ballots will be mailed in December.

Prizes

Committees have been busy selecting the winners of the new Ted Cohen Prize, the Monograph Prize, the Outstanding Student Paper, and the John Fisher Prize, all to be awarded at the business meeting in Savannah. Prizes to be awarded in 2016 include the Ted Cohen Prize, the Monograph Prize, the

Outstanding Student Paper, and the Selma Jeanne Cohen Prize in Dance Aesthetics. Guidelines are available on ASA's new web site under "News-Grants and Prizes." Also on the new web site, there is now a "donations" section where anyone can easily make a tax-deductible donation to the Cohen and Fisher Prize funds. We received four contributions, totaling \$900, to the Ted Cohen Prize, which was established with an initial \$5000 contribution in 2014 by Andy Austin Cohen. The Board decided last year that this Prize must be self-sustaining, so future contributions are very welcome.

JAAC

We are now completing the first year of a five-year publication contract with Wiley-Blackwell. Theodore Gracyk and Robert Stecker, co-editors of the Journal, have five-year terms that continue through 2017 and the Board will commence formal review in 2016. They are both eligible for a second five-year term. We are all very grateful for the editorial and finance success of the journal.

ASA Newsletter

David Goldblatt and Henry Pratt continued as co-editors, publishing three issues each year. They have a good working relationship with the printer in Savannah that ASA has used for several years. All agreed that there was no point in moving to a different printer, so long as everyone is happy with the current arrangement. To avoid the considerable expense of a print mailing of schedule and registration information for the Annual Meeting, I compiled a four-year insert on blue paper for the summer issue of the Newsletter, with a skeletal schedule, mail-in registration form, mail-in membership renewal form, and other information. I expect to do this next year, again to save printing and mailing costs.

ASAGE

New editors were recruited for ASAGE (the ASA Graduate E-Journal). Nada Gatalo as Managing Editor and Nick Curry as Book Review Editor will serve for two years, 2016-17. Many thanks to Michel-Antoine Xhignesse and Robbie Kubala for their excellent service these past two years. Carolyn Korsmeyer and Stephanie Ross passed the baton as advisory members to Aili Bresnahan and Sondra Bacharach. ASAGE publishes twice a year on-line. Many thanks to all for their service.

Facebook

ASA Member Gemma Argüello established last year an unofficial Facebook-Group page which has been very popular with members. The Board decided to formalize our arrangements and put out a call for applications to be the Facebook Manager. Gemma was appointed and oversees both the Group page and a formal ASA page. The group page currently has 444 members, and it is open to both ASA members and non-members. Anyone on the group site can post their own announcements of aesthetics events, learn about other events, and add comments. The site thus functions as an effective replacement for the old AE-list-serv, which we had to shut down when the new web site went "live" on August 28.

Guide to Graduate Studies in North America

The most recent *Guide* (which is available for free on the web site) was published in 2012, so an update seems appropriate in 2016. Many of the listings also include information on undergraduate courses in aesthetics. I also would like to add information on on-line aesthetics courses at fully accredited colleges and universities, which are available to everyone and which offer credit which could be transferred to another institution of higher education. I sometimes hear from people curious about aesthetics

(especially volunteers and staff at art museums and performing arts organizations, art students, and others) of their interest in taking an aesthetics course, but they cannot find one at their local colleges and universities. After I raised this issue in the summer newsletter, two long-time members contacted me with information about their on-line courses, and I am eager to hear from others teaching on-line.

Financial Affairs

ASA is presently in excellent financial shape. The Journal generates substantial income (over \$200,000 a year) which, along with membership dues of about one-tenth of that, cover our operating expenses. We all wish that nothing would ever change in the earning capacity of the journals, but nobody knows what publishing will look like in five, let alone ten years. We are making a heavy investment in grants to promote the ASA and aesthetics and hope that future budgets will show a much greater revenue stream from memberships. As noted, we are fortunate to have an investment account of \$3.1 million. It is certainly possible, in the future, that the revenue from this account will be needed to support basic operating expenses. But we have several years (at least) to work on promotion of ASA membership and aesthetics.

-Julie Van Camp
November 1, 2015