



Council Meeting Minutes
 Atlanta Airport Gateway Marriott
 Gulfstream Room
 Saturday, March 17, 2018
 8:30 am – 5:00 pm

Council Members Attending		
<p>Board of Directors Anne Christensen, President Marc Rubin, President-Elect David Burgstahler, Past President Leslie Hodder, Vice President– Finance Mark H. Taylor – Vice President – Finance-Elect Terry Shevlin, Vice President– Research & Publications Steve Kaplan, Vice President– Education Tracie Miller Nobles, Director–Focusing on Membership Wim A. Van der Stede, Director–Focusing on International Elaine Mauldin, Director–Focusing on Intellectual Property Pat Poli, Director–Focusing on Segments Paul Munter, Director–Focusing on Academic/Practitioner Interaction Tracey Sutherland, Executive Director</p>	<p>Council Officers Markus Ahrens, Chair David Stott, Chair-Elect</p> <p>International Members-at-Large Ana Marques Lakshmanan (Shiva) Shivakumar</p> <p>Region Representatives Ramesh Narasimhan, Mid-Atlantic Natalie Churyk, Midwest Carol Hartley, Northeast David Stott, Ohio Lynn Clements, Southeast Mary Fischer, Southwest David DeBoskey, Western</p>	<p>Section Representatives Dale Flesher, AAH Jason Kuang, ABO (<i>alt.</i>) Greg Gerard, AIS Carolyn S. Norman, APLG Nancy Nichols, ATA Randy Elder, AUD (<i>alt.</i>) Dahlia Robinson, DIV Brian Bushee, FARS Cindy Durtschi, FAS D. Larry Crumbley, GIWB Linda Parsons, GNP F. Greg Burton, IAS Charles Cullinan, PI Graham Gal, SET Bambi Hora, TLC Cathy Scott, TYC</p>
Guests & Staff Attending		
<p>Julie Smith David, Chief Innovation Officer Susan Crosson, Director, Center for Advancing Accounting Education</p>	<p>Barbara Brady, Director, Operations Erlinda Jones, Director of Member Event Services Nancy Maciag, Executive and Board Services Manager</p>	
Council Members Not Attending		
<p>Mark Dawkins, Past Chair Urton Anderson, Auditing Kathy Rugar, ABO Theresa Libby, MAS</p>		

Meeting Minutes

MSC = Motion, Seconded, Carried

MSF = Motion, Seconded, Failed

A. Welcome - Markus Ahrens welcomed everyone to the March 2018 Council Meeting in Atlanta, GA. Introductions were made by table of those present. Council Chair Markus Ahrens announced that there would be examples throughout the day on Best Practices that had been used during a few of the recent Midyear Meetings. Markus and Susan Crosson, Director of the Center for Advancing Accounting Education, presented an overview on Poll Everywhere which is a good resource to collect data during meetings and in the classroom. Poll Everywhere was used throughout the year with the AAA Leadership presentations made at the Midyear Meetings.

MSC to approve the November 2017 Council minutes.

B. Executive Director's Report – Tracey Sutherland thanked everyone for their service to the AAA. She gave an overview on membership trends, which have remained stable over the past 10 years. Annual Meeting attendance has grown over the last few years and we have been able to offer many more sessions and options for members. The number of Segment meetings and attendance has also increased over the years. Our journal collection and the number of pages in the issues continues to increase. Kudos and ORCID are available on the AAA website and are great resources for our authors to gain more overall exposure for our journal collection. The Accounting Hall of Fame new inductions will take place at the 2018 Annual Meeting. The 2018-2019 Board of Directors election has just closed, and the results must be audited and verified.

C. Centers update – Susan Crosson gave an update on activities of the Center for Advancing Accounting Education. There will be an Intensive Data and Analytics Workshop to be held June 4-7 in Orlando, FL designed for those who want to teach data analytics. There will be 44 hours of intensive learning and CPE credits will be available. In addition, there will be four tracks at the workshop: Audit, Tax, Financial, and Managerial Accounting. The workshop is formatted with TED Talk-style talks in the mornings and concurrent sessions in the afternoons. Ann Dzurainin and Guido Geerts will be presenters at the workshop. During the evenings, there will be 3-hour workshops sessions. Workshop participants will have the opportunity to choose sessions by topic for curriculum development and how to integrate data analytics into courses. There will be time to exchange information with cohort groups at the end of the meeting. In September, there will be the Blockchain Technology conference held in San Francisco, CA on the 13th and 14th. Registration will be opening in April for this conference. The cost will be similar to past Big Data conferences.

Susan also mentioned that the applications for the 2018 Cook Prize are being reviewed, and reminded Council that past Cook Prize winners will be presenting Teaching Perspectives at upcoming Region meetings.

D. Jeopardy – Building Engagement at Midyear Meetings – (an ATA “Best Practice” activity example). Nancy Nichols introduced the JeoPARODY game that was presented at the ATA Midyear Meeting. It is a way to get the audience engaged in presentations and participate as opposed to just listening to a traditional speaker format. Three teams composed of six Council members participated in answering questions about the AAA, Section and Region history and facts. Markus and Pat Poli hosted the game. Markus reminded people that the game is available as a free app that can be used in the classroom. He stated that he uses it in the classroom for test review. Other Council members mentioned that they have used it and have had students use it for presentations.

E. Finance – Leslie Hodder presented an overview of the role of Council and the budget process. The Finance Committee recommended that for the 2018-2019 membership year that there be a \$5 increase to Full Members to \$235, Students remain at \$50, Life increases from \$40 to \$50 and TYC increases from \$75 to \$80.

MSC to approve the 2018-2019 AAA membership dues.

E. 2018-2019 Council Chair-Elect – Markus Ahrens reviewed the roles and responsibilities of the Council Chair position for the 2018-2019 Council Chair-Elect election. There was a brief discussion from the floor on the three candidates – Urton Anderson, Cindy Durtschi, and Cathy Scott. Voting to be done via electronic ballot following the March Council Meeting.

Note: Following the March Council Meeting, the vote took place and Cindy Durtschi was elected and accepted the position as Council Chair-Elect for 2018-2019.

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F. 2018-2019 Nominations Committee Discussion – Markus Ahrens and Tracey Sutherland discussed the importance of the AAA Nominations Committee. Markus mentioned the names of the nineteen nominees for the 2018-2019 AAA Nominations Committee. The voting will take place via electronic ballot following the March Council Meeting.

Note: Following the March Council Meeting, the vote took place. The following five members were elected and have accepted the positions on the Nominations Committee: Ann Dzurainin, Martha Eining, Sarah McVay, D. Scott Showalter, and David E. Stout.

H. Segment update – Pat Poli reviewed that there had been a Section Leader webinar on November 29th where the Section Leader website and webinar policy were discussed. There will be another webinar on March 22nd where the topic will include Bylaws, AM logistics, and marketing your Section at Region meetings. The Bylaws project continues to progress and comments from Sections on the revisions are due back at the end of March. The proposed revisions will be posted to Section websites and the members will be asked to vote on the revisions.

I. Publications update – Elaine Mauldin gave an update of the Kudos Pilot that is currently underway. There are 8 AAA journals participating currently: *Accounting Horizons*, *Auditing: A Journal of Practice & Theory*, *Behavioral Research in Accounting*, *Journal of Government and Nonprofit Accounting*, *Journal of Information Systems*, *Journal of International Accounting Research*, *Journal of Management Accounting Research*, and *Journal of the American Taxation Association*. Kudos uses plain language summaries to help get more exposure for articles. Julie Smith David mentioned that there is a publisher dashboard that shows various analytics for the journals. There are also altimetric scores available for when the articles are posted on social media sites.

J. Annual Meeting update – Anne Christensen gave an overview of the upcoming Annual Meeting and the speakers to be featured at the plenaries and luncheons. Monday will feature Bruce Mau as the plenary speaker, as well as the presentation of the Cook Prize. Tuesday's plenary will feature the 2018 Presidential Scholars Christine Botosan and Lillian Mills. Also, The Accounting Hall of Fame induction will also take place on Tuesday, and Don Reed will be the speaker at lunch. Wednesday's plenary will feature Baruch Lev and Richard Howitt, while Marc Rubin will be the featured luncheon speaker. Anne mentioned that the At-Large panels that Council helped to plan at the November Council Meeting were in the process of being planned.

Randy Elder explained a "Best Practices" activity from the Auditing Section Midyear Meeting where they held a raffle for books that their featured speaker had written. Therefore, we had four books written by our upcoming Annual Meeting speakers that were featured as raffle prizes to Council Members.

K. Prioritizing Strategic Projects: Sustainability Mindset Activity – Anne reviewed the Sustainability Mindset Project and how it can be used to better evaluate projects to move forward with as an association. In November, Council participated in an activity to score potential projects on their level of impact. This process can aid in the decision making process to determine which projects should move forward. Julie Smith David and Susan Crosson presented examples of two potential projects and a draft Project Proposal Form. Council was asked to provide input on the process, the Project Proposal Form, and the scoring methods. A discussion followed on what may be needed to improve the form (i.e.: items such as specific questions asked, what detailed descriptions should include, timelines, cost analyses) and the overall scoring methodology. The Sustainability Mindset Task Force will review this feedback and continue to work on improving the Proposal Form and scoring.

L. Wrap Up – Markus Ahrens thanked everyone for another successful meeting. He reminded everyone that the May Council Webinar will take place on May 2nd. Also, the Annual Meeting registration will be opening in April.

Future Council Meetings

Date	Meeting	Details
May 2, 2018	Council Webinar	Wednesday, May 2, 2018. 11:00 am – 1:00 pm (Eastern)
August 2018	2018 Annual Meeting	National Harbor, MD - Council Orientation, with new Council Representatives and Council Officers, Sunday, Aug. 5, 3:00 pm – 4:00 pm. Council Meeting, Sunday, Aug. 5, 4:00 pm – 6:00 pm.
November 3, 2018	Fall 2018 BOD/Council Meeting	San Francisco, CA - Arrival Friday, November 2. Council meets all day Saturday, November 3. Departure from the hotel on Sunday, November 4 can be any time.
March 23, 2019	Spring 2019 BOD/Council Meeting	Dallas, TX - Arrival Friday, March 22. Council meets all day Saturday, March 23. Departure from the hotel on Sunday, March 24 can be any time.