



**American  
Accounting  
Association**

Board of Directors Minutes  
November 14, 16, 2014  
Hyatt Regency Chicago

**Board of Directors Attending**

Christine Botosan, President Bruce Behn, President-Elect Mary Barth, Past President Stephen Moehrle, Vice President-Finance Steven Kachelmeier, Vice President-Research & Publications	Timothy Fogarty, Vice President-Education Marc Rubin, Director-Focusing on Membership Gary Biddle, Director-Focusing on International Anne Christensen, Director-Focusing on Segments Robert Lipe, Director-Focusing on Intellectual Property Tracey Sutherland, Executive Director
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**Guests & Staff Attending**

Hughlene Burton, Council Chair Dale Karren, Facilitator	Julie Smith David, Chief Innovation Officer Tamara Terry, Chief Operating Officer Barbara Brady, Director, Executive and Board Services
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**Board of Directors Not Attending**

Shaun Budnik-Director-Focusing on Academic/Practitioner Interaction

**Minutes**

**November 14, 2014**

**A. Welcome** – Christine Botosan called the meeting to order at 8:30 am. The agenda was reviewed and no additions/changes were made.

***MSC to approve the minutes of the August 2014 Board Meeting.***

**B. Executive Director's Report** – Tracey Sutherland reported on the 2014 Annual Meeting including the WOW Event, Global Emerging Scholars Research Workshop, and Faculty-Student Collaborations in Accounting (FASTCA-14). The Annual Meeting videos and the Distinguished Scholar videos are posted on the website. Members were encouraged to send nominations for editor of *Issues in Accounting Education*. Tracey gave an update on the membership renewal and the upcoming Accounting PhD Rookie Recruiting & Research Camp. Tracey also updated the Board on the litigation.

**C. Sharpening Our Vision II Next Steps** – Christine Botosan provided an overview of the day. Julie Smith David and Tammy Terry reported on revenue opportunities and projects to complement the Centers. Departmental services such as Career Management, FASB/GASB, restructuring of firm/partner relationships and exploring dues models were examples given of revenue opportunities and projects that can complement the Centers. Powerlytics, a company offering research data and interactive interfaces, was given as an example of a revenue opportunity. The relationship will continue to be explored. At the completion of the discussion on revenue opportunities there was unanimous agreement to continue developing current projects and to explore other projects that will generate additional revenue so that AAA can better serve our members and society to achieve thought leadership.

**D. Sharpening Our Vision II (continued)** – Julie Smith David provided a summary from the Annual Meeting. She noted there were positive thoughts and no significant push back from the Centers idea from members. The Board did not have significant concerns with the structure including, four Centers, organizational outline and the monitoring processes. The proposed new structure for the Centers was reviewed with Julie Smith David, Chief Innovation Officer overseeing the development of the four Centers. The proposed new structure for each Center will include a Director with academic and/or professional/leadership background and an Advisory Board. The Centers will be monitored using the Strategic Initiatives Summary document and by having a detailed budgeting process that includes Finance Committee and Board approval. A draft of the purpose, goals, background, suggested Advisory Board members and possible projects were outlined for each Center.

**E. Sharpening Our Vision II (continued)** – Julie Smith David discussed the goals for the Centers including being recognized as Global Thought Leaders. A short-term goal at the 2015 Annual Meeting is to have visible accomplishments that recognize the influence of all four Centers. The goal for fiscal year 2016-2017 is to have significant engagement in Center activities that include participation by members, segments and external constituents. The goal for fiscal year 2017-2018 is to have Association-wide sustainability. The first five proposed projects that would span across the four Centers are (1) High Impact Conference: Big Data, (2) explore the channels to communicating with practice and the public, (3) educational resource repository, (4) This is Accounting.org/HourOf Accounting.org and (5) identify a project for Public Interest such as Fix the Debt. The financial impact of rolling out the Centers in phases was discussed. The primary goal will be not only to hire the very best person, but also to have the best team that will work together across all Centers. Julie Smith David presented several phases for rolling out the Centers.

***MSC to approve a three-year commitment to create and support the four Centers for Advancement of Accounting, following the 18-month hiring plan and the financial commitments outlined to support that plan.***

**F. Segment Update** - Anne Christensen reviewed the Leadership workshop held at the Annual Meeting. The workshop focused on activities or events that are held at meetings. A spreadsheet of these activities and events will be made available to Segment leaders. A Segment Leader “orientation” webinar: “Who Does What” has been held. Anne reviewed the proposed Strategic Region Leadership Committee and described the focus of the group that will include reviewing the program committee structure, increasing the volunteer pool, developing leadership succession plans, establishing “world class” teaching sessions and engaging Sections with pilot regions.

**G. Council Meeting Agenda and Planning** – Hughtlene Burton reviewed the Council meeting agenda and the plan for the day. There will be an announcement of the approval of the four Centers.

**H. Publications & Research** - The FARS proposal for a new journal was discussed. The proposal will be presented to the Publications Committee and their recommendations will be brought forward to the Board of Directors.

**The meeting recessed at 5:00 pm.**

**Christine Botosan reconvened the meeting Sunday, November 16th at 8:30 am. A quorum was present.**

**Minutes  
November 16, 2014**

**I. Sharpening Our Vision II** – The meeting reconvened with a review of the Centers and Governance items that were discussed at the Council meeting.

**J. Strategic Relationships**

1. Tracey Sutherland reported on discussions of a certificate program that will be offered by COSO.
2. Bruce Behn updated the Board on the Pathways Commission transitions.

***MSC to support the transition plan of the Pathways Commission.***

**K. Finance** – Steve Moerhle provided a financial update and an Audit Committee update.

**L. Publications & Research**

1. Julie Smith David reported on the draft Data policy.
2. The Management Team has decided to table the notion of a broader Association-wide screening committee. Three new members have been appointed to the Publications Committee. Potential for a broader reconfiguration process is still pending.
3. Research Committee update – Steve Kachelmeier reported on the Studies in Accounting Research series and the agreement in place with Bill McCarthy, Graham Gal and Guido Geerts. This project has been delayed but the authors hope to move forward soon. The Distinguished Scholar videos are still in process and additional names for the videos have been provided to AAA Professional Staff.

**M. Annual Meeting update** – Christine Botosan reported on the speakers for the Annual Meeting.

**The meeting adjourned at 11:15 am.**