



April Council Webinar Minutes
 April 17, 2017
 11:00 am – 1:00 pm

Council Members Attending

Board of Directors	Council Officers	Section Representatives
Bruce Behn, Past President Leslie Hodder, Vice President– Finance Terry Shevlin, Vice President– Research & Publications Timothy Fogarty, Vice President– Education Marc Rubin, Director–Focusing on Membership Gary Biddle, 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	Mark Dawkins, Chair Markus Ahrens, Chair-Elect Audrey Gramling, Past Chair International Members-at-Large Ana Marques Lakshmanan (Shiva) Shivakumar Region Representatives Ramesh Narasimhan, Mid-Atlantic Natalie Churyk, Midwest Carol Hartley, Northeast David Stott, Ohio Lynn Clements, Southeast	Kathryn Epps, APLG Urton Anderson, AUD Dahlia Robinson, DIV Cindy Durtschi, FAS Thomas Vermeer, GNP F. Greg Burton, IAS Theresa Libby, MAS Charles Cullinan, PI Graham Gal, SET Bambi Hora, TLC Rob Pinsker, AIS (alt.)

Guests & Staff Attending

Steve Strang, Spectrum Nonprofit Services, LLC	Julie Smith David, Chief Innovation Officer Barbara Brady, Director, Operations Nancy Maciag, Executive and Board Services Manager
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BOD and Council Members Not Attending

David Burgstahler, President Anne Christensen, President-Elect Don Ariail, GIWB Mary Fischer, Southwest Greg Gerard, AIS Nancy Nichols, ATA Marlene Plumlee, FARS Kimberly Sawyers, ABO Cathy Scott, TYC Alan Styles, Western
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American Accounting Association
April Council Webinar
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Minutes

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MSC = Motion, Seconded, Carried
MSF = Motion, Seconded, Failed

A. Welcome – Council Chair Mark Dawkins welcomed everyone to the April 2017 Council Webinar. Director of Operations, Barb Brady, explained the webinar instructions on how to use the Participants Icon, the Chat feature, and the Mute/Unmute features. There were no questions from participants on the functionality of the webinar.

Review of AAA Strategy – AAA Executive Director Tracey Sutherland gave an overview of the work that was done previously by the Sharpening Our Vision (SOV) Task Forces from 2012 to 2014. Chief Innovation Officer Julie Smith David talked about the work of the Task Forces, specifically the value of Segments, core activities, new product offerings, and new structures for providing services. Out of these focus areas, the Centers for Advancing Accounting Education were developed and the Center for Advancing Accounting Education was implemented; two new journals were introduced, a new Section was brought on board; on-site Meeting Management improvements were implemented; and Journal rebranding was implemented. The need to continue to recognize challenges and improve what we are doing and how we are doing things led to investigating the concept of Sustainability and how the AAA could use the “Sustainability Mindset” as featured in the book of the same name.

Sustainability Mindset Overview and Development of the AAA Impact Statement – Julie introduced Steve Strang of Spectrum Nonprofit Services, LLC, who gave an overview of the “Sustainability Mindset” and how non-profit organizations can use the Matrix Map to make the best strategic decisions for their organization. Sustainability should be viewed not as a destination, but an orientation or way of thinking that allows leaders to make decisions in the context of their intended impact. Sustainability is also more than a collection of strong revenue streams. It encompasses both financial sustainability as well as the ability to deliver high impact, relevant programs—what we call programmatic sustainability. These are not two separate conversations, but one and the same. It’s not enough to have strong programs if there is no financial engine to support them. The Matrix Map is a tool that organizations can use to see where various projects fall along a spectrum of four areas: High Mission Impact/High Profitability (the “stars”), High Mission Impact/Low Profitability (“heart” projects), Low Mission Impact/High Profitability (“money tree”), and Low Mission Impact/Low Profitability (“stop sign”).

Steve discussed the concept of a statement of Intended Impact which is used to help define what the organization will accomplish and for what it will be held accountable, focusing on who the organization serves and the desired outcome(s). Prior to the webinar, Council participated in a survey that asked for their thought on key items that are used to create an Intended Impact Statement such as *who are our core demographics?*, *what issue/problem are we trying to address?*, *what is the geographic region of our impact?*, *what does success look like?* It was agreed that we must continue to further the discipline of accounting in all areas (research, teaching, academics and practitioners); have a global outlook, continue to look at changes in technology, look for continued and new revenue generating projects, and continue to be the “go-to” place for accounting-related issues.

Next Steps – Julie and Steve explained that going forward, the Board would continue working with Spectrum Nonprofit Services, LLC. The May Strategic Board of Directors Retreat will feature Steve as a facilitator and work will continue to develop the AAA’s Matrix Map and Intended Impact Statement to be a stronger and more sustainable organization.

Wrap Up – Mark Dawkins reminded Council that the next in-person meeting would be at the Annual Meeting in San Diego on Sunday, August 6th.

The meeting adjourned at 1:00 pm.