



**Board of Directors Meeting Minutes  
Monday, July 26, 2021**

**Board Members Attending**

Elaine Mauldin, President Robert Allen, President-Elect Terry Shevlin, Past President Mark Beasley, Vice President-Finance Mark DeFond, Vice President-Research & Publications Beth Kern, Vice President-Education Ann Dzurainin, Director-Focusing on Membership	Giorgio Gotti, Director-Focusing on International John Hepp, Director-Focusing on Academic/Practitioner Interaction Mary Stanford Harris, Director-Focusing on Intellectual Property Yvonne Hinson, Chief Executive Officer
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**Guests & AAA Professional Staff Attending**

Sarah McVay – incoming VP Research and Publications Tim Rupert – incoming Director focusing on Segments Mark Dawkins – incoming President-Elect Matt Anderson – incoming Interim DEI Director Monte Swain – incoming Council Chair Nancy Nichols – Council Chair	Michele Morgan - CFO Darlene Dobson- Executive Assistant Barbee Oakes
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**Board Members Not Attending**

Audrey Gramling, Director-Focusing on Segments  
 Annie Farrell – incoming VP Finance

**MSC = Motion Seconded and Carried**  
**MSF = Motion Seconded and Failed**

**Welcome - Elaine** Mauldin reviewed the agenda. The agenda was approved with no changes.

**MSC to approve the March 22nd, March 29<sup>th</sup>, and May Strategic Retreat Minutes.**

**Update - Correction to May Strategic Retreat minutes to the name of the app was slack not stack on last page**

**CEO Report –** Yvonne Hinson reported as of today we have 4011 members compared to 2646 last year. We budgeted for 998 full members and today we have 973 registered. We budgeted for 444 student members and today we have 415 so we are only 29 short of our goal. For the CTLA meeting we budgeted for 250 and we had 303 attend that meeting which is higher than an in-person meeting. Yvonne has been doing a little publications research on the \$37 page rate and found that it is low and there is one journal that has a \$76 a page rate. There are journals that require hours of copyediting which is driving up the cost. At this time, copyediting is outsourced to third party contractors so that cost goes to the membership. We are talking to Cactus Communications, who does a revenue share with us, and authors can submit papers for \$45 fee, and they will get the edits back. We hope there will be a lot of authors that will use this service. We might want to establish a publication cost taskforce.

**Council Agenda Review –** Nancy Nichols reviewed the agenda for the Council meeting that will be held on Tuesday, July 27<sup>th</sup> meeting. Yvonne will give an update on the DEI work at the Council meeting.

**DEI Strategy Discussion –** We need to develop some common language on our DEI terminology. Agreed everyone likes the Equality, Equity, Justice definitions that are on our DEI page.

**Equality** assumes that everyone benefits from the same supports – they are being treated equally.  
**Equity** – everyone is given different, supports allow equal access to the resource. They are being treated equitably.  
**Justice** – everyone can enjoy the resource without accommodations. The cause of inequity was addressed. The systemic barrier has been removed.

There were several discussions about the wordsmithing the word supports in Equity. Elaine said we need to make it clear that our focus will be on the AAA and not the society at large.

Barbee Oakes joined the meeting and reviewed a PowerPoint of key takeaways from the Diversity Movement Insight Report. Barbee reviewed what the insight report showed was our DEI strengths, opportunities and our weaknesses and threats. Barbee stated do not assume that the people that were neutral are in agreement. They might be going along to get along for the fear of retaliation. She discussed AAA DEIB Strategic Planning Pillars which consisted of Access and Success, Capacity Building, Advocacy and Accountability and Communication and Branding. Barbee said Cultural intelligence is integrated into the plan and is the foundation. Barbee discussed the fundamental steps in process for each pillar:

VALUE - Understand the why – explain the value proposition

GOALS - Determine the end goal -what metrics and benchmarking of best practices determine when you achieve it

RESOURCES - Determine the resources required – human, financial, physical

CONSENSUS - Determine whose approval you need and how to get their buy-in

STRATEGY - Craft your implementation strategy

There was a discussion about the Goals category and how to figure out the metrics and benchmarking at the university level. Elaine said from the AAA perspective we can put out some best practices, but she certainly doesn't expect the AAA to come up with anything other than guidelines to do this. Barbee said we need to decide who is going to develop the actual strategy. There was discussion about whether to have more listening sessions with underrepresented groups like two-year college and HBCU's before we develop the actual strategy plan. Elaine said maybe we should focus on inclusion and belonging instead of diversity. Nancy Nichols said do we risk upsetting the underrepresented groups by going away from diversity? Barbee called on multiple people to give their opinions and several stated that they thought the Board needed to let the members know what has been accomplished over the last year and pick one thing they want to accomplish in a short period of time. The Board said they would continue this discussion at the Wednesday, July 28<sup>th</sup> Board meeting.

*The meeting adjourned at 6:00 pm*