



**Board of Directors Minutes**  
Atlanta Marriott Marquis  
November 15, 2019

<b>Board of Directors Attending</b>	
Terry Shevlin, President Elaine Mauldin, President-Elect Marc Rubin, Past-President Mark Taylor, Vice President-Finance Steve Kaplan, Vice President-Education Mark DeFond, Vice President-Research and Publications Wim Van der Stede, Director-Focusing on International	Audrey Gramling, Director-Focusing on Segments Mary Harris Stanford, Director-Focusing on Intellectual Property John Hepp, Director-Focusing on Academic/Practitioner Interaction Mark Beasley, Vice President-Finance-Elect Tracey Sutherland, Executive Director
<b>Board of Directors Not Attending</b>	
Tracie Miller-Nobles, Director-Focusing on Membership	
<b>Guests &amp; Staff Attending</b>	
Cindy Durtschi, Council Chair Julie Smith David, Chief Innovation Officer	Barbara Brady, Senior Director, Operations

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

<b>Minutes</b> <b>November 15, 2019</b>
<p><b>A. Welcome</b> – Terry Shevlin welcomed members and guests. The agenda was approved with no changes.</p> <p><b>MSC to approve the minutes of the 2019 August Board of Directors meeting</b></p>
<p><b>B. Executive Director’s Report</b> – Tracey Sutherland reported on Membership, Meetings, and Publications. Membership had a slight decrease year over year. Section membership also had a slight decrease. Tracey reviewed the membership budget to actual forecast. Marc Rubin had created a video to explain decisions that were made toward a sustainable economic future. Tracey gave an Annual Meeting update comparing 2018 and 2019 actuals. The upcoming 2020 Annual Meeting in Atlanta was discussed as prices should be lower than the 2019 meeting in San Francisco. Section meeting attendance continues to be strong. The Impact The Future: A Conference About the Changing World of Accounting held in October had strong attendance. The meeting was held in a Conference Center. There will be two additional Impact the Future Conferences in Charlotte and Los Angeles. AIS, SET, and IAS sections will be meeting together providing the opportunity to connect across areas. Tracey reported that the Publications Team is now fully staffed with David Twiddy and Peyton Fultz joining the team. The publication platform migration is taking place and will streamline processes, is cloud-based, and will enhance functionality. The migration of the Digital Library to Silver Chair will take place in early 2020. Tracey gave an update on the Committee of Sponsoring Organizations of the Treadway Commission (COSO). Doug Prawitt is AAA’s representative to COSO and AAA provides Academic Access to the COSO frameworks as a departmental subscription. COSO is seeking input on useful research and resources. Tracey reported that Bernie Milano is retiring from the KPMG U.S. Foundation and the PhD Project. Blane Ruschak will replace Bernie as President of the KPMG U.S. Foundation and the PhD Project.</p>

**Minutes (continued)**

**C. AAA Business Model project** – Elaine Mauldin reviewed the decisions from August and the plans for the November meeting. Elaine updated the Board on the Integrated Financial Reporting Model. Current accounting processes were reviewed. The Association follows GAAP for nonprofit organizations and quarterly reports are provided. The new integrated financial report is designed for Board decision making and provides input to any changes to the business model. The timeline on the development of the new report and evolving business model project was reviewed. The Board requested a review of the allocation process/rates that were initially developed in 2017. After overview of the process all recommended board reports incorporate the updated allocations. Potential meeting models that could inform the business model project were discussed. There were three meeting model options provided to the Board for discussion. There will be additional discussion at the Board meeting on Sunday to discuss the task force charge and potential members for the task force.

**D. Governance Topics**

- 1. Nominations and Elections process** – Tracey Sutherland reviewed the Election timeline. A proposal was made to change the draft language for Board of Directors guidance on key interests and capabilities for all positions. The language will now read: “Candidates are expected to be inclusive when considering a wide variety of members that the AAA considers all of its constituents.” The Board agreed to this wording and will incorporate this in the next nomination process.
- 2. Update language for Outstanding Accounting Educator Award** – Wim Van der Stede proposed a change to the Award Intent and the Board agreed to the following: “To enhance inclusiveness, the committee encourages nominations from a wide variety of academic institutions.” This language will be incorporated in the next award nomination process.
- 3. Accounting Hall of Fame (AHOF) nominations** – Marc Rubin gave an update on The Accounting Hall of Fame nominations. The 2020 inductees will be decided at The Accounting Hall of Fame meeting being held in January. The Board of Directors were encouraged to nominate.
- 4. APLG/FSA Phase 1 Proposal to join organizations** – Marc Rubin reported on the proposal of APLG/FSA to join organizations. There will be additional discussion on Sunday.

**E. Council Meeting Agenda and Planning** – Cindy Durtschi reviewed the Council agenda and presentations that will be made during the meeting.

**The meeting recessed at 5:15 pm.**

**Minutes (continued)**  
**Sunday, November 17, 2019**  
**Meeting Resumes**

**Terry Shevlin reconvened the meeting at 8:30 am. A quorum was present.**

**F. Reflections from the Council meeting** – Cindy Durtschi and Terry Shevlin led a discussion of the Council presentations and activities.

**G. AAA Business Model Follow-up** – Elaine Mauldin led a discussion on how the task force should be structured. There was agreement that the task force should begin their work by looking at meeting models. The task force will report to Council at the March Council meeting.

***MSC to move forward with the Business Model Meetings Task Force.***

**H. Publications**

1. Mark DeFond reviewed the editor list for *The Accounting Review* and will discuss the list with the incoming editor.
2. Tracey Sutherland reported on the EBSCO aggregator contract that is due to end in 2021. After discussion with Judy Luther, Informed Strategies and AAA Publications consultant, the Board agreed that Tracey should reach out to EBSCO to inquire about a contract extension of three years. The back log of articles for *The Accounting Review* could be added to the Publications Committee agenda. There was additional discussion of taking the ten best articles and combining them into a publication.

***MSC to move forward with Tracey Sutherland approaching EBSCO about a contract extension of three years.***

**I. Governance**

1. AAA Nominations Committee Update - Marc Rubin reported on the results of the AAA Nominations Committee.
2. Council Ballot Committee – Cindy Durtschi reported on the results of the Council Ballot Committee.

**J. Other Business – Possible topics**

1. NTT Proposal - Terry Shevlin discussed the NTT Proposal brought forward by Steve Kaplan.
2. AICPA/NASBA Proposal follow-up – Steve Kaplan reported on the AICPA/NASBA proposal.
3. Research Relevance – Mark DeFond reported that nominations are being taken for *Accounting Horizons* editor.
4. Annual Meeting Speakers and Themes
  - o 2020 Annual Meeting Speakers - Terry Shevlin discussed the Presidential Scholars for the upcoming Annual Meeting. Additional information will be sent to the Management Team for Plenary speakers.
  - o 2021 Annual Meeting Themes – Elaine Mauldin presented for the 2021 Annual Meeting Theme. This will be discussed further at a Management Team meeting.
5. APLG/FSA – Marc Rubin discussed the merger of APLG/FSA. Marc will email Elizabeth Oliver, APLG President.

***MSC to create an exploratory team to look into the APLG/FSA proposal.***

**The meeting adjourned at 11:30 am.**