

**DRAFT Council Meeting Minutes**

Monday, March 11, 2024

12:30 pm – 5:00 pm

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| **Council Members Attending** |
| **Board of Directors**Mark Taylor, PresidentAudrey Gramling, President-ElectMark Dawkins, Past PresidentAnne Farrell, Vice President-FinanceNatalie Churyk, Vice President-EducationNorma Montague, Vice President- Diversity, Equity, and InclusionLinda Parsons, Director-Focusing on  Membership Cristina Florio, Director-Focusing  on InternationalTim Rupert, Director-Focusing on  SegmentsBette Kozlowski, Director-Focusing  on Academic/Practitioner InteractionYvonne Hinson, Chief Executive Officer | **Council Officers**Sidney Askew, ChairAlisa Brink, Chair-ElectRandal Elder, Past Chair**International Members-at-Large**Giorgio GottiGerlando Lima**Region Representatives**Jason Stanfield, MidwestKhondkar Karim, NortheastSandria Stephenson, SoutheastChristine Kuglin, Western ALTBenjamin Anderson, Western | **Section Representatives**Jennifer Reynolds-Moehrle, AAHMary Marshall, ABODiane Janvrin, AISChad Simon, AUDDana Hollie, DIVLester Heitger, FA ALTMary Ellen Carter, FARS Bambi Horia, GIWBAlan Styles, GNPRebecca Shortridge, LEADERSHIP ALTMichele Frank, PICassy Budd, TLCCarolyn Hughes, TYC |
| **AAA Professional Staff & Guests Attending** |
| Jacqueline S. Hammersley, Vice President– Research & Publications ElectJay C. Thibodeau, Director–Focusing on Segments Elect | Mark VanZorn, Chief Information OfficerErlinda Jones, Senior Director, Meetings and Membership Steve Matzke, Senior Director, External RelationsKaren Osterheld, Senior Director, Center for Advancing Accounting EducationStephanie Austin, Senior Director, Publications and Content StrategyBarbara Gutierrez, Governance Manager |
| **Board & Council Members Unable to Attend** |
|  Sarah McVay, Vice President-Research  and PublicationsMargaret Christ, Vice President-Finance- Elect | Jacob Peng, Mid-AtlanticAaron Wilson, OhioJay Vega, Southwest | LeAnn Luna, ATARichard Riley, FAChris Skousen, IAS Sharon Lassar, LEADERSHIPShane Dikolli, MASRobert Nehmer, SET  |

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| **Meeting Minutes*****MSC = Motion, Seconded, Carried******MSF = Motion, Seconded, Failed*** |
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| **A. Welcome** – Sidney Askew welcomed everyone to the meeting. The agenda was reviewed with no questions or comments.***MSC to approve the minutes of the November 4, 2023 Council Meeting.*** |
| **B. Chief Executive Officer Update** – AAA CEO Yvonne Hinson gave an overview of AAA membership. As of March 10, 2024, AAA membership is 6,138 vs. 6,211 the same time last year and Section membership is 7,829 vs. 8,201 the same time last year.AAA is working on boosting Section membership and researching why the Section membership is down. It may be in part due to members joining fewer Sections than in the past. We will provide more analysis on this for the Membership Advisory Committee.Facilities Update – We have two groups interested in buying the headquarters building. We haven’t received any offers yet. AAA Staff spent 2½ days cleaning out the building and getting rid of a lot of old, outdated information. The goal of selling the building is to reduce staff time spent on facilities maintenance, to create a more collaborative workspace, reduce overhead expenses and potential expenses like air conditioning units, and take advantage of the increase in the Florida real estate market.HR Update – Two new Staff members were hired in January for the Center for Advancing Accounting Education who will work Karen Osterheld. Marcel Bauduin is our Digital Events Manager. This is not a new position - it has been vacant for a while. One of Marcel’s first projects will be researching the NASBA requirements for asynchronous CPE. Bryant Bernal is our Special Programs Manager. He is working on a variety of special projects, in particular, all of the Pipeline Working Groups. Connie O’Brien, Senior Accountant in the Finance Department retired in January. Finance Department – In December 2023, Yvonne, Anne Farrell, Margaret Christ and Bette Kozlowski started researching the possibility of outsourcing the Finance Department. Michele Morgan, CFO, did a great job cleaning up the financials when she started with AAA. A continuing challenge is getting the AAA and Section financial completed in a timely manner. We selected Kaiser Consulting and they have begun working with Accounts Payable. James Rock, who is in our Finance Department, will continue to handle Accounts Receivable. For now, Section financials will be sent quarterly with the goal of sending monthly financial in the future. Sections should receive their quarterly financials within three weeks of quarter closing.Center for Advancing Accounting Education – Karen Osterheld continues to work with the Inclusive Classroom Certificate Series, which is free to anyone, not just AAA members via AAA’s Learning Management System. It includes 10 modules and can be viewed in any order. The weARE webinars are being scheduled for May through October. In April there will be a Pipeline Series webinar in conjunction with the Leadership Section. In late March we will have two Technology Series webinars, and in June, Jay Thibodeau and Karen will again host the Strategies for Success in the Classroom at Bentley University. The Intensive Data and Analytics Workshop V will be held in Atlanta, Georgia in June with a new format. The first day will be all-day training followed by a beginner track and an advanced track.Midyear Section Meetings – The winter Midyear Meetings are complete and most of the meetings had pre-pandemic attendance levels. Erlinda Jones is working with Sections and looking at alternative locations like conference centers for meetings. Tim Rupert and Erlinda are asking for feedback on the new Attendee Interactive submission system. Tim has reached out to the Section Presidents for feedback but has not heard back from all Sections yet.Annual Meeting – Information is on our website. We have two hotels and we will be in downtown DC: the Marriot Marquis Washington, DC and the Westin Washington, DC Downtown. Hotels close to our two hotels are sold out so please make your reservations soon. The AAA meeting tracks include ESG, DEI, and the post Plenary session and we are adding an Accounting Pipeline Research track. Registration will open in April.Alternative Revenue Sources – For the past three years we have been working on alternative revenue sources: Paperpal Preflight (shared revenue); Editage Author Services​; CalCPA (shared revenue)​; Sponsored Webinars​; Technology Series Webinars; LMS-Architecture of Inclusion (nonmember, student, and Beta Alpha Psi student special pricing)​; AAA Bookstore​ (now includes COSO books with shared revenue); Advertising (shared revenue)​; Impact Hub (in process, will launch after April 15)​; and Kaplan Financial Education (in process, revenue share and discount for AAA members).  |
| **C. 2024-2025 Council Chair-Elect Election Overview** – Sidney Askew and Alisa Brink reviewed the roles and responsibilities of the Council Chair position for the 2024-2025 Council Chair-Elect election, thanked the nominees for agreeing to be nominated, and reviewed the names of the nominees and the voting procedure. There are five candidates on the slate: Mary Ellen Carter, Giorgio Gotti, Bambi Hora, Diane Janvrin, and Sandria Stephenson. Voting took place electronically following the Council Meeting.*Following the March 11, 2024, Council Meeting, Bambi Hora was elected as the 2024-2025 Council Chair-Elect.* |
| **D. 2024-2025 AAA Nominations Committee Election Overview** – Sidney Askew and Randy Elder reviewed the roles and responsibilities of the AAA Nominations Committee for 2024-2025, thanked the nominees for agreeing to be nominated, and reviewed the names of the 19 nominees and the voting procedure. Voting took place electronically following the Council Meeting.*Following the March 11, 2024, Council Meeting, the following members were elected and confirmed their willingness to serve on the 2024-2025 AAA Nominations Committee: Allen Blay, Helen Brown-Liburd, Steve Moehrle, Andrea Roberts, and David Ziebart.* |
| **E. Council Committee on Awards Committee (CCAC) Proposal for Policy Change** – Alisa Brink reviewed the list of 2023-2024 CCAC members who were elected last fall, the CCAC policies that were approved during the November 4, 2023 Council meeting, and explained a proposed a policy change that requires a vote from Council to approve. Suggested revision (in bold): The CCAC Vice-Chair will be the non-Board Council member, **not concurrently serving as Council Chair or Chair-Elect**, who receives the most votes whose term on Council will continue for the two years required for the role. The Vice-Chair will serve as the Chair of CCAC in the second year of their two-year term.Randy Elder motioned to not add the wording as proposed and suggested instead that the Council Chair-Elect and Council Chair would not be eligible to serve on CCAC beginning with the 2024-2025 term year. The past Council Chair would be eligible to serve. The result is that only one Council Chair would be eligible to serve on CCAC and because they only have one year left on Council the past Council Chair would not qualify to serve as CCAC Vice-Chair and then Chair. Having three Council Chairs on CCAC isn’t necessarily consistent with the spirit of what CCAC is intended to do and is inconsistent with having broad-based representation on the committee.***MSC to approve revising the November 9, 2023 to include a sentence stating that the Current Council Chair and Council-Chair Elect are ineligible to serve on CCAC beginning with the 2024-2025 CCAC.*** |
| **F. Meetings Model Committee, Membership Advisory Committee & Marketing Update** Meetings Model Committee – Erlinda Jones reported that Tim Rupert and Veronica Paz, Chair of the Meetings Model Committee, are meeting with the Section leadership to discuss the cost allocations of the overhead for the Section meetings and will have an update at a later date from their discussions. Membership Advisory Committee (MAC) – Linda Parsons reported that the MAC has met twice since September 2023. The members of MAC polled the accounting faculty at their universities to find out who is/is not an AAA member and why and the poll results provided information about who is/is not joining. A few faculty members joined AAA as a result. Linda was invited by the President of the Accounting Doctoral Student Association to speak to members about AAA. We need to focus on what the value of AAA membership is at each stage of a career. She will ask the members of the MAC how AAA membership has benefited them throughout their career. Let Linda know of any groups she can speak with and she’s happy to hear about any suggestions from Council. Mark VanZorn reported that he is working with a member who volunteered to help AAA build a group of lapsed members in order to understand where in their member journey they felt there wasn’t value in AAA membership. They will have focus groups and report back on the findings. Marketing – Mark VanZorn reported AAA is working with two advertising agencies: Schifino/Lee in Tampa (domestic) and Cactus Global (practice, journals and international). They are working on a campaign to launch in early April that will support the launch of the Annual Meeting and membership renewals for the 2024-2025 term year. AAA is talking with Kabloom which could help us manage the Google ads grant we applied for and received. We have been granted $10K/month of free advertising on Google.  |
| **G. Governance Update** –Mark Taylor thanked everyone who agreed to run for the Board. He announced the incoming Board members for 2024-2025: Mark Beasley, President-Elect; Jackie Hammersley, Vice President-Research & Publications; and Jay Thibodeau, Director-Focusing on Segments. He also announced the open Board of Directors positions for 2025-2026: President-Elect; Vice President-Finance-Elect; Vice President-Diversity, Equity, & Inclusion; and Director-Focusing on Academic/Practitioner Interaction. The Call for Nominations opens summer 2024, the election takes place spring 2025, and new Board members begin in August 2025. |
| **H. Diversity, Equity & Inclusion (DEI) Update** – Norma Montague reported that DEI Publications Subcommittee reviewed the aims/scopes of *The Accounting Review*, *Accounting Horizons*, and *Issues in Accounting Education* in order to make a recommendation to these journals to incorporate DEIB in its topics, classifications, and editorial board representation. *Accounting Horizons* was selected as the model for *The Accounting Review* and *Issues in Accounting Education* and recommendations have been sent to the *TAR* and *Issues* journal steering committee chairs for review. The DEI Publications Subcommittee would like to extend these recommendations to all Section journals and is working on that proposal. The DEI Teaching Subcommittee is developing a thought paper on the use of teaching evaluations for performance review and promotion. The DEI Webpage Subcommittee continues to contribute to and approve DEIB webpage content with Mark VanZorn. The Diversity Movement conducted two full surveys during 2021 and 2022 and three pulse surveys since December 2022. The pulse survey includes 10 questions and the results remained the same or improved from the June 2023 survey. There were fewer respondents than in June, and some members expressed their opposition to AAA’s DEI efforts. The DEI Committee will be researching those concerns and will provide a full report to Council. The European Accounting Association now has a DEI Committee Chair and would like to combine DEI efforts with AAA. *Accounting Today* would like to interview Norma for a feature story about women who pioneered the accounting career for future women and she asked for any information that Council members might have in this area. |
| **I. Pipeline Initiatives Update** – Mark Taylor reported on the work from the Future Accountant Stakeholder Symposium that was held in September 2023. Sponsoring Organizations (12) and Supporting Organizations (7) have been assembled; 4 Working Groups have been formed based on the four focus areas identified at the Symposium: Principles Courses; Community College Programming; High School Programming; and Branding of the Profession. Each Working Group has formed subgroups and are developing their goals and timelines. Two Working Groups will report their progress at the Sponsoring Organizations’ monthly meetings.  |
| **J. External Relations and Financial Matters**AAA Foundation – Steve Matzke reported that the Foundation has a website and it continues to be developed (<https://foundationaaa.org>). The new mission is “… to ensure a vibrant and thriving Accounting Profession.” The Foundation is a Sponsoring Organization of the Future Accountant Stakeholder Symposium. The Accounting Hall of Fame Committee approached Steve and wants to engage the Foundation in the Hall of Fame’s 75th anniversary in 2025. The Foundation’s Board of Trustees meets the first week in April.Financial Matters – Anne Farrell reviewed the Q2, 2024 financials. We are tracking to this year’s budget and to last year. We are approx. $80k above budget in our net inflow from our three core businesses. Total change in unrestricted net assets is tracking better than budget and very close to last year. Regarding Section operations, the Journal comparisons are different from last year because both overhead costs and EBSCO revenue are being shared with the Sections now.   Regarding the 2025 budget, Council would normally vote on recommended 2024-2025 Membership dues during this meeting, but the Finance Committee budget meeting to discuss Phase 1 budget was moved from February 27 to March 19. Council will be sent the recommended dues and vote electronically to approve/not approve the recommendations. The Phase 1 budget will then be sent to the Board. The Finance Committee meets again on May 29 for Phase 2 budget discussions. The proposal for dues in the preliminary budget is to not increase dues for 2024-2025. Watch for an email with the electronic vote about dues.*Following the March 11, 2024, Council Meeting, Council voted to approve the recommendations from the Finance Committee that 2024-2025 AAA Membership dues remain at the same rate as 2023-2024.*New and continuing business – AAA is outsourcing most of our accounting services resulting in cost savings, faster turnaround time for financials, and decreased overhead expenses. Kaiser Consulting is the new external firm. One AAA Staff member, James Rock, will stay and interface with Kaiser. Sections are encouraged to meet with the Section Advisory Committee for discussions or questions regarding Section dues, meetings, journals, etc. Bambi is the Council Liaison to that Committee and reported that none of the Sections have contacted the Committee yet. The Rookie Camp meeting in December is being reviewed. Attendance was down and hiring practices have changed. The Mid-Career Faculty Consortium Task Force was just formed and will be modeled similarly to the New Faculty Consortium. The question of whether AAA needs an investment committee/advisor came up at an Audit Committee meeting last year, especially since we now have the AAA Foundation.  |
|  Sidney Askew adjourned the meeting at 3:36 pm. |