



Board Meeting Minutes
 Thursday, March 2, 2023
 2:00 pm – 5:00 pm

Board Members Attending	
Mark Dawkins, President Robert Allen, Past President Mark Taylor, President-Elect Anne Farrell, Vice President-Finance Beth Kern, Vice President-Education Sarah McVay, Vice President-Research and Publications Norma Montague, Vice President-Diversity, Equity, and Inclusion Giorgio Gotti, Director-Focusing on International	Tim Rupert, Director-Focusing on Segments Bette Kozlowski, Director-Focusing on Academic/Practitioner Interaction Yvonne Hinson, Chief Executive Officer
AAA Guests & Professional Staff Attending	
Randy Elder, Council Chair Audrey A. Gramling, President-Elect-Elect Natalie T. Churyk, Vice President-Education-Elect Cristina Florio, Director-Focusing on International-Elect	Erlinda Jones, Senior Director, Meetings & Membership Steve Matzke, Senior Director, External Relations & Governance Michele Morgan, Chief Financial Officer Karen Osterheld, Senior Director, Center for Advancing Accounting Education Stephanie Austin, Senior Director, Publications and Content Strategy Mark VanZorn, Chief Information Officer Darlene Dobson, Executive Assistant
Board members not in attendance	
Ann Dzurainin, Director-Focusing on Membership	

Minutes

<p>MSC = Motion Seconded and Carried MSF = Motion Seconded and Failed</p>
<p>Mark Dawkins welcomed everyone to the meeting and recognized the incoming Board members that were in attendance, which were Audrey Gramling, Natalie Churyk and Cristina Florio. The agenda was reviewed with no questions or comments. Mark requested a vote to approve the November 11th and 13th, 2022 Board minutes and the January 30, 2023, Board minutes.</p> <p>MSC to approve the November 11, and November 13, 2022, minutes. MSC to approve the January 30, 2023, minutes.</p>
<p>Chief Executive Officer Report</p> <p>Yvonne gave an update on meetings. The Sustainability, ESG, and Accounting: Implications for the Academy and the Profession conference held in February was a huge success and planning has begun for the 2024 conference. There will be a Strategies for Success in the Classroom workshop at Bentley University. The expenses will be lower for this meeting and the meeting will be open to all AAA members. King Fahd University of Petroleum & Minerals contacted AAA about co-hosting a conference in Saudi Arabia. The possible meeting would take place in November or December 2023 in Saudi Arabia. King Fahd University said they would cover all food and beverage costs and would cover all travel for VIP guests. Yvonne asked the Board if there was any opposition in continuing this conversation. The Board approved AAA to continue the conversations about the possible meeting in Saudi Arabia. The Inclusive Classroom Series is being developed now with the goal of introducing it at the Annual Meeting and offering a session at the meeting.</p>

Yvonne gave an HR update. We moved all our editorial work to KGL on February 1st and removed four staff members from our publications department on February 2nd. We have three staff members that will be retiring by May 1, 2023. We will adjust the budget to focus on filling the positions the AAA needs most right now. We desperately need a marketing and communications manager, DEI program manager, digital events coordinator, as well as a part-time administrative assistant and part-time facilities coordinator. We have 300K of our salary budget that will be removed from the budget. Barbee Oakes will attend the June Board Strategy meeting as a consultant.

AICPA update – The AICPA changed the name of their 8-point Plan to Draft Pipeline Acceleration Plan (DPAP) and released their report in early January 2023 with an update in February 2023. Many states have pushed back on the 8-point Plan. Do we want to send the 8-point plan to our Council Advocacy Review Committee (CARC) to write a position statement or should the Board, Council or Education Committee respond independently? The Board did not decide on this topic at this meeting.

Governance Update – Yvonne was approached by several AAA members that wanted to start a new Sustainability Section. Yvonne said the AAA sent a survey recently to all members on behalf of the members who showed interest in starting a new Sustainability Section. Yvonne worked with Mark Dawkins and Mark Taylor and drafted the Policy for Proposing a New Section of the AAA. This is an updated version from an early 2000 version and this draft policy has been posted to the Board website. In the updated version, a change was made that allows the Council to vote first to approve a new Section and then the Board. Yvonne said the Board can vote today or wait until the next meeting. The Board asked Yvonne to send a side-by-side comparison of the current and the proposed policy so they could review before the next Board meeting. This will be voted on at the June meeting.

Annual Meeting Update – The Annual Meeting soft opening will be held on April 6th. We will ask the Board to take the opportunity to register early to help us identify any system issues with the registration process. This year our 2023 service project will be with Denver Kids.

Meetings Model Committee – Director-Focusing on Segments Tim Rupert gave an update on the committee's work. The Committee's focus is to develop a model to allocate indirect costs among the Section meetings so that the meetings are self-sustaining. The estimated indirect costs for fiscal year 2023 are \$680,000, most of which is AAA Staff time that is not being allocated to Sections but rather is being covered by the general fund. Senior Director, Meetings and Membership Erlinda Jones explained that the \$680,000 includes staff salary, benefits, and retirement, as well as supplies, registration and submissions systems, insurance, and Zoom licenses. Tim said we have come up with a model that we are going to present at the Council meeting. It has a fixed component for any meeting and then a number of drivers like the number of days of meetings and number of sessions for meeting. Tim would like to get ideas from the Board on how we implement this. This potentially would have a huge impact on the cost of the section meetings. It came with the idea that we would adopt a model and then there would be a full year after that we would wait and then it would be implemented fully. We are worried about the potential impact. We are considering a three-to-four-year phase-in implementation so that the sections can get accustomed to the increase. We want to see if the board feels comfortable with that.

MSC - The Board voted to implement a phased-in approach of the meeting model allocations over a three-to-four-year period.

Membership Update

Yvonne Hinson provided an update on AAA membership numbers. The current membership is 6,222 and at the same time last year membership was 6,601. As of April 1, 2023, new members will be applied to the 2023-2024. The Membership Advisory Committee recommended we keep the dues pricing for 2023-2024 the same for all membership categories. Yvonne confirmed that the Board wanted to keep the membership dues the same as last year. Yvonne said we just sent a survey out asking participants if they would be willing to pay dues for a Region membership. Regions have been losing money for years and we are trying to offset the loss. The MAC Committee is looking into offering departmental and teaching membership categories.

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Tier-3 Pilot Update

Since the summer of 2022, we have been offering an international pilot program with Brazil but there was a delay in the program kickoff. The Brazil Accounting Association amended their bylaws in December 2022 to include individual memberships to make it easier for their members to become AAA members. We are offering a regular AAA membership for \$75 but it is too early to tell if it will be successful. We have had some interest from other countries like those in Africa and India. We would like Council to vote on extending the pilot program to Africa and India and offer the same Tier-3 pricing.

Digital Badges

Steve Matzke shared that once you are in our system as a member you can have multiple badges. We have 18,069 badges created for our members. We have had 5199 unique views of the badges, but we need to encourage our members to share because only 1322 have been shared. We do have the ability to put expiration dates on the badges.

Publications Update

Stephanie Austin discussed the idea of offering discounted pricing on SARS #34 monograph by Sanjay Kallapur to members of Indian Accounting Association. The Kallapur monograph is in pdf format so there are no shipping or printing fees. It is currently priced at \$20 for AAA members and \$30 for nonmembers. The Board discussed different options and decided that if someone from the Indian Accounting Association joins the AAA, they would receive this AAA monograph for free. Anyone else from India would be able to purchase it for \$5.

MSC If anyone joins the AAA from the India pilot program, they will receive the SARS #34 monograph by Sanjay Kallapur for free.

TAR Editorial Policy – Sarah McVay has been tweaking the last sentence of the TAR Editorial Policy. Sarah discussed possible changes to the policy with the Board and it was decided that it would be best to send the TAR Editorial Policy back to the committee with feedback that the last sentence was problematic and maybe include some suggestions.

MSC to send the TAR Editorial Policy back to the committee with feedback that the last sentence was problematic.

Council Agenda Review

Randy reviewed the Council agenda. He revised the Council agenda to give more discussion time for the Publications Process Task Force and Meetings Model Task Force topics. Randy said at this meeting we will be electing a Council Chair-Elect. There are four candidates on the slate for that position. He said we will also be electing the 2023-2024 Nominations Committee. We did extensive outreach to all the segments and were able to come up with a slate of 13 nominees.

Foundation Discussion

On January 30, 2023, the Board approved the setup of an AAA foundation. Steve Matzke said he has been working with Hugh Webster and they have come up with a timeline of events. Steve has been creating an AAA Foundation Mission Statement and he presented the draft to the Board. Mark Dawkins said the mission statement was good, but we might want to reorder the five focus areas. Steve presented information on the composition of the Foundation Board. He said we need between 11 and 25 Board members. Steve asked the Board to send him suggestions of people they thought would be good candidates for the Foundation Board. He also discussed several funding opportunities such as grants, planned giving and annual giving.

Diversity, Equity, Inclusion and Belonging (DEIB) Update

Norma Montague gave an update on the DEIB committee's work. The committee will be updating the AAA Case Statement that was released November 2022 titled "Prioritizing and Advancing Diversity in Accounting." Norma will be interviewed by Elaine Mauldin later in March. This interview will be posted on the AAA website. The DEI Publications Subcommittee will continue the work it began in 2022 on acknowledging the role of DEI in the Section journals, including: aim, scope, editorial board composition, making sure the process and criteria to select editorial boards and reviewers are transparent, supporting the processes and pathways for scholars who want to become editors and reviewers, and determining whether journal policies impact publications processes. The DEI Teaching Subcommittee will continue the work it began in 2022 including reviewing best practices for teaching evaluations on performance reviews and promotion, curating and sharing ideas on AAA website, and working with the Inclusive Classroom Certificate Committee to review the content of the modules before they are released.

Yvonne gave an update on Barbee Oakes. Barbee retired in January due to health reasons. Barbee is feeling better now but could not go back to full time work at this point. Barbee said hopes she can collaborate with us on a consulting basis and plans to be at the June Board strategic retreat. The DEIB case statement will have 8.4 million dollars of programs in it so we will be bringing in other organizations, but we need someone to manage these programs. We are looking at the possibility of a DEIB program manager. Yvonne has been speaking with Jennifer Joe's niece Gabby and she is interested in the position but Gabby is tied up until the end of July. We hope Barbee will be able to train whoever we hire as program manager.

The meeting adjourned at 5:10 pm