

**DRAFT Council Meeting Minutes**

Gaylord Rockies Resort & Convention Center, Aurora, CO and Virtual

Saturday, November 12, 2022

8:00 am – 5:00 pm

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| **Council Members Attending** | | | |
| **Board of Directors**  Mark Dawkins, President  Mark Taylor, President-Elect  Robert Allen, Past President  Anne Farrell, Vice President-Finance  Sarah McVay, Vice President-Research  and Publications  Beth Kern, Vice President-Education  Norma Montague, Vice President-  Diversity, Equity, and Inclusion  Ann Dzuranin, Director-Focusing on  Membership  Giorgio Gotti, Director-Focusing  on International  Tim Rupert, Director-Focusing on  Segments  Yvonne Hinson, Chief Executive Officer | **Council Officers**  Randal Elder, Chair  Sidney Askew, Chair-Elect  Monte Swain, Past Chair (virtual)  **International Members-at-Large**  Cristina Florio Gerlando Lima  **Region Representatives**  Kang Cheng, Mid-Atlantic  Jason Stanfield, Midwest (virtual)  Khondkar Karim, Northeast  Aaron Wilson, Ohio  Sandria Stephenson, Southeast  Bambi Hora, Southwest  Angela Woodland, Western | | **Section Representatives**  Jennifer Reynolds-Moehrle, AAH  Alisa Brink, ABO  Diane Janvrin, AIS  James Chyz, ATA Alternate  Chad Simon, AUD  Dana Hollie, DIV  Lester Heitger, FA Alternate  Brian Bushee, FARS  D. Larry Crumbley, GIWB  Suzanne Lowensohn, GNP  Chris Skousen, IAS  Sharon Lassar, LEADERSHIP  Shane Dikolli, MAS  Michele Frank, PI (virtual)  Robert Nehmer, SET  Cassy Budd, TLC  Carolyn Hughes, TYC |
| **AAA Professional Staff & Guests Attending** | | | |
| Barbee Oakes, Chief Diversity Officer  Michele Morgan, Chief Financial Officer (virtual)  Erlinda Jones, Senior Director, Meetings and Membership  Steve Matzke, Senior Director, External Relations (virtual)  Shauna Bigelow, Segment Relations Manager (virtual)  Barbara Gutierrez, Governance Manager (virtual) | | Maureen Shelburn, Executive Market Development Manager, Wiley  Alicja Foksinska Arnold, Lead IT Auditor, Protective Life | |
| **Board & Council Members Unable to Attend** | | | |
| Bette Kozlowski, Director-Focusing on Academic/Practitioner  Interaction | | LeAnn Luna, ATA  Richard Riley, FA | |

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| **Meeting Minutes**  ***MSC = Motion, Seconded, Carried***  ***MSF = Motion, Seconded, Failed*** |
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| **A. Council Ballot Committee (CBC) Meeting** – Council Chair Randy Elder gave an overview of the Council Ballot Committee’s role and reviewed the Board members who have been chosen by the CBC in recent years. CBC Chair Alisa Brink reviewed the roles and responsibilities and position description for the Director-Focusing on International position. AAA CEO Yvonne Hinson provided context for this Board position, described the work of Giorgio Gotti, the current Director-Focusing on International. Alisa, Randy, and Council Chair-Elect Sidney Askew facilitated a discussion about each candidate and Yvonne followed with each candidate’s AAA Service History. Council members were invited to speak about the nominees. Alisa provided an overview of the electronic vote that took place during the CBC meeting. *Following an election, Cristina Florio and Nicholas McGuigan were chosen as the candidates to be added to the slate of officers for the 2023-2024 Board of Directors election.* Council was reminded of the confidentiality of this information until the Slate is posted. *The Slate of Officers was posted on Wednesday, November 30, 2022.* |
| **B. Welcome** – After the Board of Directors joined the meeting, Randy Elder welcomed everyone to the meeting and introduced the Presidents, Council Chairs, AAA Staff, and each Council member briefly introduced themselves. The agenda was reviewed with no questions or comments.  ***MSC to approve the minutes of the July 15, 2022 Council Meeting.*** |
| **C. Chief Executive Officer Update** – AAA CEO Yvonne Hinson gave an overview of AAA membership. As of March 31, 2022, AAA membership is 6,601. The membership year ends in August but members who join after March 31 are counted in the next membership year. As of Thursday, November 10, 2022, membership is down by 484 compared to the same time last year. The 2022 Annual Meeting had 2,208 attendees (1,886 in-person and 322 virtual), 17 sponsors and 26 exhibitors. CTLA had 202 attendees and 7 exhibitors. Attendance was down 1/3 from estimates and there will be a loss of approximately $500,000. Annual meeting attendance since 2009 is trending downward and AAA does not expect attendance at the 2023 Annual Meeting to be above pre-pandemic levels. AAA has taken advantage of a clause in the contract with the Gaylord Rockies where the 2023 Annual Meeting will be held that allowed us to reduce our risk at that meeting.  Bob Allen proposed a new research award and the AAA-AACSB-RRBM Award for Research Impacting Societal Challenges has been created. Senior Director of External Relations Steve Matzke secured AACSB as the sponsor for the next three years and it will be presented for the first time at the 2023 Annual Meeting. Steve is also working on securing exhibitors and sponsors for the midyear meetings, having IIA sponsor articles in the *Current Issues in Auditing* journal, securing sponsors for webinars, sharing with Section leaders the opportunity for advertising in Section journals, and working on a number of alternative revenue source. AAA is working on securing donations from large foundations for pipeline and DEI initiatives and supporting faculty.  Chief Information Officer Mark VanZorn along with Segment volunteers are searching for a new submission system to replace our two current systems, the migration to ProTech (AAA’s new AMS) is complete, and the Customer Data Platform (CDP) integration with Hum is almost complete that will allow us to understand who is visiting the website. Senior Director, Meetings and Membership Erlinda Jones and the meetings department are working on 2024-2025 site searches for midyear meetings and will begin implementing the recommendations from the Meetings Model Committee starting with the 2024 meetings. Many Sections are asking about holding joint meetings, and AAA is asking for three locations for future meetings in order to develop budgets and spending options. The Accounting for an Everchanging World meeting on November 2-4 in New York was very well attended and there is interest in a 2023 meeting.  Stephanie Austin has been working on research relevance in her new role as Director of Content Strategy. AAA is partnering with CalCPA who manages CPE for California and 24 other state CPA societies. The pilot program offers a one-hour CPE self-study course for each of five articles chosen from AAA journals by CalCPA. As of January 1, 2023, AAA has new publication vendors and restructured the contracts to all end on December 31, 2027. An Intellectual Property Task Force will be created in 2025 to review the contracts. AAA will be moving from Allen Press beginning in 2023 and has moved copyediting and publishing to KGL. With KGL, the turnaround time for fully copyedited articles will decrease from six to eight months to approximately two to four weeks. The EBSCO contract has been extended through December 31, 2027, with two, three-year automatic extensions possible through December 31, 2033, and as part of the renewal negotiations, 90% of AAA’s articles that are fully copyedited will be “free to read” (not open access) for 90 days or until placed into a journal, whichever is shorter. AAA will be informing practitioners of this benefit so those who aren’t members will know they can access our articles. Paperpal Preflight has been quickly adopted by our authors and AAA is revenue sharing with Sections who have journals.  Senior Director of the Center for Advancing Accounting Education Karen Osterheld has weARE webinars scheduled through April 2023 and Sections can sponsor these webinars for free. Karen is hosting new online technology workshops and AAA will offer a free mini conference in early January 2023 on Increasing Enrollments through Community College Partnerships: Best Practices. The Sustainability, ESG, and Accounting: Implications for the Academy and the Profession Conference will be held February 17-18, 2023. To further research relevance efforts, AAA is planning discussions between AICPA, GNP and FAS Sections, and is working with IIA, FEI and IMA on various initiatives to bring academics and practitioners together. Regions will hold a virtual Spark Meeting in June 2023. A Region Meeting Task Force comprised of AAA Region members, Erlinda Jones, and Karen Osterheld is reviewing the Region meetings for sustainability and alternative meeting locations. |
| **D. AAA Publications Processes Task Force** – Vice President-Finance Anne Farrell gave a brief overview of the task force’s charge and goals. The task force was formed in early 2022 and its work will continue into 2023. Anne explained that the task force started with gaining an understanding of the processes and costs associated with Section journals and based on that information they identified possible efficiencies and operational improvements and reviewed, from an equity standpoint, publishing opportunities in AAA journals. The task force developed process maps, looked at each step, and spent spring 2022 reviewing the processes and understanding the cost drivers. Recommendations were made to the Board of Directors and the Research and Publications Committee in summer 2022. This fall the task force will review the $37 per page cost allocation. Vice President-Research and Publications Sarah McVay gave a brief overview of the task force’s recommendations to date which included asking each journal to post a conflict-of-interest policy, asking authors to submit a summary of conflicts of interest one time on a standardized form that covers all AAA journals that the authors will update periodically, creating and posting an author quality control checklist, clearly communicating the services provided by Cactus Communications beyond just Paperpal Preflight, not refunding submission fees for desk rejections, and asking journals to have their editorial policy posted and readily available for authors. Many recommendations related to publishing and the task force’s findings corroborated AAA’s previous decision to change vendors. The task force appreciates the opportunity to have a voice in the process before cost allocations are assigned. Anne explained that this fall and winter the task force will be reviewing the cost allocations in an unbiased, anonymous manner. The journal names will be removed from any data provided. The goal is to have cost allocation recommendations in spring 2023. They will then finalize recommendations for best practices, roles and responsibilities for all parties involved and provide a report on improving the value proposition of our journals, individually and the collection as a whole. |
| **E. Pipeline Trends** – Executive Market Development Manager at Wiley Maureen Shelburn and Lead IT Auditor at Protective Life Alicja Foksinska Arnold provided ideas on what can be done to change the current narrative that a college degree isn’t necessary and how to change that narrative. Wiley’s mission is unlocking human potential and that will be the foundation of the discussion. Maureen and Alicja shared results of a number of Wiley’s surveys including a July 2022 State of Student Survey that assessed how students and instructors are feeling, coping and reacting to the changing education environment, a 2022 Higher Education Skills Course Test Survey that assessed what the skills are that employers request in job postings, an October 2022 Concept Test-Accounting Simulations Survey that asked instructors about the value they place on simulations in accounting courses and how simulations could be incorporated into the curriculum, an October 2021 Future of Learning – The Perception of Instructors & Hiring Manager Survey that assessed what universities are doing to prepare their students for post-graduation and how they are working with companies to understand which skills students are lacking as well as what hiring managers want from recent graduates and the challenges they see with employee skills development. |
| **F. Council Committee on Awards Committee (CCAC) Election Overview** – Randy Elder and Council Committee on Awards Committees Chair Diane Janvrin described the purpose and composition of the Council Committee on Awards Committees and explained the importance of the committee’s work for the AAA. The members who served on the 2021-2022 committee were thanked for their service. Six positions need to be filled and there are ten nominees. Voting will take place via electronic balloting after the Council Meeting. Randy encouraged all Council members to help the CCAC by providing names of members who could serve on the AAA award committees. The CCAC’s work begins in March 2023. *After the Council Meeting, an election took place and the following members were elected to the CCAC for 2022-2023: Alisa Brink, Michele Frank, Dana Hollie, Carolyn Hughes, Chad Simon, and Jason Stanfield.* |
| **G. Pipeline Discussion & Breakouts** – Randy Elder and AAA President Mark Dawkins led breakout room activities with Council members. Participants were asked to brainstorm about how to recruit different groups of students in accounting. The breakout groups provided feedback that the Board will discuss. The questions discussed in the breakout rooms were: 1) How to recruit/target high school students?, 2) How to recruit/target current students into accounting classes?, and 3) How to recruit transfer students? A representative from each group shared their ideas with Council and submitted their ideas to Mark Dawkins. |
| **H. Diversity, Equity, and Inclusion (DEI) Committee Update** –Vice President-DEI Norma Montague gave an overview of the DEI Committee’s charge and explained that it worked with the Board of Directors to set short and long term goals, including identifying and removing systemic barriers across the Association in three primary areas - teaching, research, and service, collaborating with AAA Segments, partnering with other organizations outside of AAA, collecting and curating best practices with business schools, working to increase cultural intelligence within AAA membership, resourcing our members to be DEIB advocates within their individual workplaces, and partnering to increase diversity in our accounting student bodies. To help achieve these goals, the Publications and Research Subcommittee and the Teaching Subcommittee were created. The Publications and Research Subcommittee worked on, among other things, having AAA journals define criteria for editorial board selection, focusing on consistency between what the committee is doing and the deliberations that the Research and Publications Committee might have when selecting new Editors, working with journals to revise scope statements to include DEI research since AAA does not have a journal dedicated to DEI research, exploring revisions to call for nominations for journal editors and examining how the calls are communicated to AAA membership. The Teaching Subcommittee’s primary focus has been on teaching and faculty member’s performance evaluations and promotion, specifically, on teaching evaluations and how they are used or not used and are biased. The Committee worked with Chief Diversity Officer Barbee Oakes to define DEIB terms, to begin the process to identify systemic barriers, to create and communicate findings of the DEIB surveys, and to create and curate training, certificates and other resources on the DEIB website. The Committee shared firm resources on the website, communicated DEIB activities and strategies, worked with AAA to explore partnerships, and has started to engage with Segments on their own DEIB strategies, and it will work on identifying measurements and metrics to make sure AAA is moving the needle on these initiatives, as well as continuing to expand and formalize partnerships.  Chief Diversity Officer Barbee Oakes explained that along with Yvonne Hinson and Steve Matzke she has been working with a consultant to build a fundraising platform outside of membership fees to advance our DEIB initiatives. In December, AAA will launch a new micro-site on the AAA website titled “Prioritizing and Advancing Diversity in Accounting” and a campaign to raise over $8 million dollars over the next five years from corporations, foundations, and private-sector organizations who have similar diversity goals. |
| **I. Diversity, Equity, Inclusion, and Belonging (DEIB) Training** – **Navigating Cross Cultural Conflict** - Barbee Oakes led a training workshop and explained the four cross-cultural conflict resolution styles - Discussion, Engagement, Accommodation, and Dynamic. Attendees then took an assessment to find where they land on conflict resolution styles and Barbee discussed each style, how they process conflict and the way they strive to resolve conflict. |
| **J.** **Membership Update, Discussion & Breakouts** – Yvonne Hinson briefly reviewed the AAA membership numbers. AAA has had over 7,000 people who joined in the past five years who have not renewed their membership for 2022-2023. As of Thursday, November 10, 2022, Section membership is down by 540 compared to the same time last year. Only the Gender Issues & Worklife Balance Section’s membership is up from last year. AAA is reviewing the Full Member churn rate or the number of AAA members that are terminating/not renewing their memberships per year divided by total membership from 2011-2020. Many staff members are involved in marketing and member outreach in order to increase membership. Yvonne reviewed the various marketing campaigns to date. AAA sent a short, 3-question survey to people who were members last year who have not renewed asking why they haven’t renewed. Responses ranged from budget cuts, to budgets not being approved yet because of new department leaders, to cash flow and other budget issues, to AAA fees being too high. Director-Focusing on Membership Anne Dzuranin led breakout room activities with Council members. Participants were asked to brainstorm about how to increase AAA and Section membership. The questions discussed in the breakout rooms were: 1) What would a grassroots membership campaign look like?, 2) How can AAA increase Section membership?, and 3) What are the value propositions for the various membership groups? A representative from each group shared their ideas with Council and the ideas will be reviewed by the Membership Advisory Committee during their December meeting. |
| The meeting adjourned at 4:58 pm. |