

**Board Meeting Agenda**

**Thursday, March 7, 2024**

**2:00 pm – 5:00 pm EST**

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| **Board Members Attending** |
| Mark Taylor, PresidentAudrey A. Gramling, President-ElectMark Dawkins, Past PresidentAnne Farrell, Vice President-FinanceMargaret Christ, Vice President- Finance-ElectSarah McVay, Vice President- Research and PublicationsNatalie T. Churyk, Vice President-  EducationNorma Montague, Vice President-Diversity, Equity, and Inclusion  | Tim Rupert, Director-Focusing on SegmentsCristina Florio, Director-Focusing on International- ElectBette Kozlowski, Director-Focusing on Academic/Practitioner  InteractionYvonne Hinson, Chief Executive Officer |
| **AAA Guests & Professional Staff Attending** |
| Sidney Askew, Council ChairAlisa Brink, Council Chair-ElectMark S. Beasley, President-Elect-ElectJacqueline S. Hammersley, Vice President-Research & Publications-ElectJay C. Thibodeau, Director-Focusing on Segments-  Elect | Erlinda Jones, Senior Director, Meetings & MembershipSteve Matzke, Senior Director, External Relations &  Governance Michele Morgan, Chief Financial OfficerKaren Osterheld, Senior Director, Center for Advancing  Accounting EducationStephanie Austin, Senior Director, Publications and  Content StrategyMark VanZorn, Chief Information OfficerDarlene Dobson, Executive Assistant  |
| **AAA Board unable to attend**  |  |
| Mark S. Beasley, President-Elect-ElectLinda Parsons, Director-Focusing on Membership |

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| Mark Taylor welcomed everyone to the meeting. The agenda was reviewed with no questions or comments. Mark requested a vote to approve the November 2023 meeting and October, December, and February 2024 virtual voting minutes. ***MSC to approve the November 2023 meeting and October, December, and February 2024 virtual voting minutes.***  |
| **Annual Meeting Update & Discussion – Mark Taylor & Erlinda Jones*** Annual meeting registration will open in early April.
* Using new submission system this year for AM experience
* Additional AAA specialized tracks are being added on ESG, the Pipeline and DEI.
* Annual meeting is in Downtown DC Location
* Stephen Covey has agreed to speak at Monday’s plenary.
* Presidential Scholars: Kathryn Kadous and Jennifer Cainas.
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| **Marketing & Membership Update –Mark VanZorn**Impact Hub – is run by Lead Marvels and we anticipate loading a lot of relevant research, along with outside information, by April 15th.Membership as of today is 6129 now vs. 6201 a year ago. Section membership as of today is 7817 vs. 8191 a year ago.Advertising agencies * Schifino/Lee - domestic
* Cactus - practice, journals and international

Advertising broad approach* Building the brand
* Building membership
* Increasing event attendance
* Supporting the pipeline

April marketing campaign* Membership and annual meeting
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| **AAA Foundation Update- Steve Matzke*** AAA Foundation website: <https://foundationaaa.org>
* Mission: to ensure a vibrant accounting profession
* The Foundation is a sponsoring organization of the Future Accounting Stakeholder Symposium. The AHOF has reached out to the Foundation to pair with them for their 75th anniversary celebration in 2025.
* The proposed first initiative born out of the foundation for funding is to create a technology enabled high school accounting course.
* Virtual Foundation meeting will be held April 1 and April 2
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| **Finance Update and Budget – Anne Farrell, Margaret Christ, and Michele Morgan** **2024 financials – Quarter 2*** Very good news- 80k above budget in our net inflow from our core business.
* AAA Journals we are looking at some odd comparisons to last year with EBSCO revenue being allocated out.
* One section is extremely unhappy, and we have met with them already. We might need to emphasize that it is important for the sections to meet with the taskforce.

**2025 budget updates*** Phase 1 Finance Committee budget meeting postponed to March 19th.
* Dues to be vetted on March 11 at Council meeting and then electronic vote.
* After the Council vote the Phase 1 budget will be sent to the Board.
* Finance Committee Phase 2 budget May 29
* There will be an email poll for the Board meeting for budget approval.

**Other financial news**Underway with potential financial impacts:* Meetings model implementation
* Building sale
* Regions
* Pipeline
* Rookie camp, midcareer faculty consortium
* DEIB initiatives

**Beta Alpha Psi**Confidentially, BAP will be joining AAA. They have informed the AICPA that they are leaving. We will be starting to work on their finance in April and will oversee their IT and meetings on May 1st. **Investment committee/advisor for the AAA Foundation*** Foundation needs to have their own finance committee and not be tied to the AAA finance committee.
* Foundation will use the same audit committee.
* The Foundation Board Chair will be invited to the May Strategic Retreat on Tuesday when we are beginning to discuss the 2025 goals.
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| **Council Agenda Review – Sidney Askew & Mark Taylor**There are five nominees for the 2024-25 Council Chair-Elect. Voting will take place electronically after the March Council meeting.  * Mary Ellen Carter – FARS Council Rep
* Giorgio Gotti – International Council Member-at-Large
* Bambi Hora – GIWB Council Rep
* Diane Janvrin – AIS Council Rep
* Sandria S. Stephenson – Southeast Region Council Rep

There are nineteen nominees for the 2024-2025 AAA Nominations Committee. Voting will take place electronically after the March Council meeting. We will select five committee members and two alternates. |
| **Publications Update – Sarah McVay and Stephanie Austin****Vote -Senior Editor of *Issues*** *-*The *Issues in Accounting Education* Steering Committee met and forwarded two candidates Marsha Huber and Joanne Jones. The committee had a strong preference for Joanne Jones. Sarah motioned that we nominate Professor Jones for incoming senior editor of *Issues in Accounting Education.* ***MSC to approve Joanne Jones as the new senior editor of Issues in Accounting Education.*****Proposal for minor change in IAE Editorial Policy – Case Validation**The senior editor would like the Board to consider updating this editorial policy to take out language that states “submitted cases should be validated to demonstrate achievement of the case’s learning objectives.” She thinks this feels like reviewers and editors still want authors to “prove” that the learning objectives have been met.***The Board deferred this decision because they needed more information on the reason for the change.*** **AI Policies**The Board was asked to vote on the use of AI and AI-assisted Tools in Peer Review. This policy focuses on editors and reviewers and was created to ensure the quality and integrity of manuscripts published in AAA journals and presented at AAA conferences. This policy was approved by the Research & Publications Committee on February 7, 2024. ***MSC to approve policy titled the use of Generative AI and AI-assisted technologies in the review and editorial process with no changes.*****Memorials in *AH***In 2018, the Academy of Accounting Historians were granted the right to write memorials for the AAA. The senior editor said the editorial policy suggests memorials can be submitted but this policy removes that option from authors, instead requiring all memorials to be commissioned through the Academy of Accounting Historians. The Research and Publications committee would like the Board to decide if the Board wants Accounting Horizons to be the venue for memorials. If so, they ask that a new structure between the *Accounting Horizons* editorial team and the Academy of Accounting Historians be developed and that the criteria for those honored be objective and transparent. **After a lengthy discussion, Mark Taylor said that we need to take this topic up at the next meeting and come to a conclusion that will benefit everyone.** |
| Mark Taylor adjourned the meeting at 5:05 pm. |