

**Board of Directors Meeting Agenda**

**May Strategic Retreat
May 20 – May 23, 2024**

**Orlando, Florida**

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| **Board Members Attending** |
| Mark Taylor, PresidentAudrey A. Gramling, President-ElectAnne Farrell, Vice President-FinanceMargaret Christ, Vice President- Finance-ElectNatalie T. Churyk, Vice President-  EducationNorma Montague, Vice President-Diversity, Equity, and Inclusion | Linda Parsons, Director-Focusing on  MembershipSarah McVay, Vice President-Research and  Publications (virtual)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 ChairMark S. Beasley, President-Elect-ElectJacqueline S. Hammersley, Vice President-Research & Publications-ElectJay C. Thibodeau, Director-Focusing on Segments-  ElectGeorge Krull, Chair, AAA Foundation Board of Trustees (Tuesday)Mark Myring, President, BAP (Wednesday PM)Pat Polli, President-Elect, BAP (Wednesday PM)Margie Fiorentino, Exec. Director, BAP (Wednesday PM)Sylvia Ulrich, EY University Relations Manager | Erlinda Jones, Senior Director, Meetings & MembershipSteve Matzke, Senior Director, External Relations &  Governance Karen Osterheld, Senior Director, Center for Advancing  Accounting EducationStephanie Austin, Senior Director, Publications and  Content StrategyMark VanZorn, Chief Information Officer |
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| **AAA Board and Guests unable to attend**  |
| Alisa Brink, Council Chair-ElectMark Dawkins, Past President |

**Monday, May 20, 2024**

**New Board Member Agenda**

| **Time** | **Topic (V=Vote)** | **Attachments****(BW – Board Website, H – Handout, L – Link)** | **Presenter(s)** |
| --- | --- | --- | --- |
| 1:30 – 1:40 pm (10 mins) | Welcome  |  | Audrey Gramling |
| 1:40 – 2:40 pm(60 mins) | Strategy | BW– Board Orientation Manual | Audrey GramlingYvonne Hinson |
| 2:40 – 2:50 pm(10 mins) | Break |  |  |
| 2:50 – 3:50 pm(60 mins) | Finance |  | Annie FarrellYvonne Hinson |
| 3:50 – 4:50 pm(60 mins) | DEIB |  | Norma MontagueYvonne Hinson |
| 4:50 – 5:00 pm(10 mins) | Wrap up and adjourn |  | Audrey Gramling |

**Tuesday, May 21, 2024**

**Agenda**

| **Time** | **Topic** | **Attachments****(BW – Board Website, H – Handout, L – Link)** | **Presenter(s)** |
| --- | --- | --- | --- |
| 7:15 – 8:00 am | Breakfast |  |  |
| 8:00 – 8:05 am (5 mins) | Welcome and agenda review for the next two days |  BW – Meeting agenda | Audrey Gramling |
| 8:05 – 8:35 am(30 mins) | 2025/2030 Strategic Plan: Membership & Marketing  |  | Mark VanZorn |
| 8:35 – 10:15 am(100 mins) | Member Journey/Programming Maps: Research Oriented, Teaching Oriented, Retiree, International | BW – Member Journey Maps | Yvonne Hinson  |
| 10:15 – 10:30 am(15 mins) | Break |  |  |  |
| 10:30 – 12:00 pm(90 mins) | 2025/2030 Strategic Plan (Continued)* Publications
	+ How do our journals compare to other journals
	+ OA Options
 |  | Stephanie AustinYvonne HinsonElsevier (11:00-11:30) |
| 12:00 –1:00 pm | Lunch |  |  |
| 1:00 – 2:40 pm(100 mins) | Member Journey/Programming Maps: High School, Community College, Ph.D./DBA Student, Practitioner | BW – Member Journey Maps | Yvonne Hinson  |
| 3:00 – 3:15 pm(15 mins) | Break |  |  |
| 3:15 – 4:45 pm(90 mins) | 2025/2030 Strategic Plan (Continued)* Overview
* Center
* Meetings/Governance
* Publications (other)
* IT/Marketing/Membership
* Foundation/Sponsorships
 |  |  Yvonne HinsonKaren OsterheldErlinda JonesStephanie AustinMark VanZornSteve Matzke |
| 4:45 – 5:00 pm(15 mins) | Wrap up and adjourn |  | Audrey Gramling |

**Wednesday, May 22, 2024**

**Agenda**

| **Time** | **Topic (V=vote)** | **Attachments****(BW – Board Website, H – Handout, L – Link)** | **Presenter(s)** |
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| 7:15 – 8:00 am | Breakfast |  |  |
| 8:00– 8:30 am(30 mins) | Discuss 2025 Annual Meeting Theme |  | Audrey Gramling |
| 8:30 – 9:30 am(60 mins) | Member Journey/Programming Maps (Continued)* Review
* Other Committee Engagement
* Pricing for MAC to investigate (Department, lower for some, loyalty discounts?)
 |  | Yvonne HinsonMark VanZornAll |
| 9:30 – 10:15 am(45 mins) | Building |  | All |
| 10:15– 10:30 am(15 mins) | Break |  |  |
| 10:30 – 12:00 pm(90 mins) | Meetings* 2029 Annual Meeting
* Rookie Camp
* ESG
* IDA
* Mid-Career
* KFUPM
 |  | Erlinda JonesKaren OsterheldAnnie FarrellYvonne Hinson |
| 12:00 – 1:00 pm | Lunch |  |  |
| 1:00 – 2:00 pm(60 mins) | 120/150 Proposals and impact on higher education (defining risks)  |  | All |
| 2:00 – 2:45 pm(45 mins) | AAA/BAP Synergies |  | All |
| 2:45 – 3:00 pm(15 mins) | Break |  |  |
| 3:00 - 4:30 pm(90 mins) | AAA/BAP Synergies |  | All |
| 4:30 - 5:00 pm(30 mins) | Review, wrap up, and adjourn |  | Audrey Gramling |

**Thursday, May 23, 2024**

**Board of Directors Meeting Agenda**

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| **Time** | **Topic (V=vote)** | **Attachments****(BW – Board Website, H-Handout, L-Link)** | **Presenter(s)** |
| 7:15 – 8:00 am | Breakfast |  |  |
| 8:00 – 8:15(15 mins) | Welcome* Agenda review
* Approve March 7, March 12, and March 25 Board Minutes (v)
* Approve updated November 2023 Minutes (v)
 | BW -March Board Minutes 2024 and updated November 3, 2023 Board Minutes | Mark Taylor |
| 8:15 – 8:30 am(15 mins) | Meetings* Midcareer Faculty Conference (v)
 | BW–MFC Task Force Report | Annie FarrellYvonne Hinson |
| 8:30 – 9:00 am(30 mins) | Budget – Phase II (v) | BW–Phase II Budget documents | Anne FarrellYvonne Hinson |
| 9:00 – 10:00 am(60 mins) | Publications:* Extension of Subsidy through 2027 (v)
* OA Vote (v)
* R&P Chair Clarification
* R&P Committee Updates (v)
* Memorials and AH (v)
 | BW–Publication documents | Annie FarrellMark TaylorYvonne HinsonStephanie Austin |
| 10:00 – 10:15 am(15 mins) | Break |  |  |
| 10:15 – 10:45 am(30 mins) | Audit & Policies* Audit Update
* Conflict of Interest (v)
* Code of Ethics (v)
 | BW-Conflict of Interest and Code of Ethics Policies | Mark TaylorBette Kozlowski |
| 10:45-11:15 am(30 mins) | Review 2024/2025 Board Positions Descriptions: (v)* President-Elect
* Vice President-Finance-Elect
* Vice President-DEI
* Director-Focusing on Academic/Practitioner Interaction
 | BW-Board Position Descriptions | Mark Taylor |
| 11:15 – 11:25 am(10 mins) | Public Interest Name Change | BW-Public Interest Section Name Change Information | Yvonne Hinson |
| 11:25 – 11:45 am(20 mins) | Service Award |  | Mark TaylorYvonne Hinson |
| 11:45 - 12:00 pm(15 mins) | Wrap Up & Adjourn |  | Mark Taylor |

**Break-Out Groups**

**Session 1**

**Research Oriented**

Stephanie Austin

Jackie Hammersley

Audrey Gramling

Jay Thibodeau

Mark Beasley

**Teaching Oriented**

Karen Osterheld

Sidney Askew

Natalie Churyk

Linda Parsons

Margaret Christ

**Retiree**

Steve Matzke

George Krull

Mark Taylor

Annie Farrell

Tim Rupert

Sylvia Ulrich

**International**

Erlinda Jones

Mark VanZorn

Cristina Florio

Norma Montague

Bette Kozlowski

**Session 2**

**High School**

Erlinda Jones

Norma Montague

Mark Taylor

Annie Farrell

Tim Rupert

**Community College**

Karen Osterheld

Mark VanZorn

Cristina Florio

Sidney Askew

Audrey Gramling

**Ph.D./DBA Student**

Steve Matzke

Jay Thibodeau

Linda Parsons

Jackie Hammersley

Margaret Christ

**Practitioner**

Stephanie Austin

George Krull

Bette Kozlowski

Natalie Churyk

Mark Beasley

Sylvia Ulrich