

**Board of Directors Meeting Agenda**

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

**Orlando, Florida**

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| **Board Members Attending** | |
| Mark Taylor, President  Audrey A. Gramling, President-Elect  Anne Farrell, Vice President-Finance  Margaret Christ, Vice President-  Finance-Elect  Natalie T. Churyk, Vice President-  Education  Norma Montague, Vice President-Diversity, Equity,  and Inclusion | Linda Parsons, Director-Focusing on  Membership  Sarah McVay, Vice President-Research and  Publications (virtual)  Tim Rupert, Director-Focusing on Segments  Cristina Florio, Director-Focusing on International-  Elect  Bette Kozlowski, Director-Focusing on Academic/Practitioner  Interaction  Yvonne Hinson, Chief Executive Officer |
| **AAA Guests & Professional Staff Attending** | |
| Sidney Askew, Council Chair  Mark S. Beasley, President-Elect-Elect  Jacqueline S. Hammersley, Vice President-Research & Publications-Elect  Jay C. Thibodeau, Director-Focusing on Segments-  Elect  George 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 & Membership  Steve Matzke, Senior Director, External Relations &  Governance  Karen Osterheld, Senior Director, Center for Advancing  Accounting Education  Stephanie Austin, Senior Director, Publications and  Content Strategy  Mark VanZorn, Chief Information Officer |
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| **AAA Board and Guests unable to attend** | |
| Alisa Brink, Council Chair-Elect  Mark 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 Gramling  Yvonne Hinson |
| 2:40 – 2:50 pm  (10 mins) | Break |  |  |
| 2:50 – 3:50 pm  (60 mins) | Finance |  | Annie Farrell  Yvonne Hinson |
| 3:50 – 4:50 pm  (60 mins) | DEIB |  | Norma Montague  Yvonne 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 Austin  Yvonne Hinson  Elsevier (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 Hinson  Karen Osterheld  Erlinda Jones  Stephanie Austin  Mark VanZorn  Steve 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)** |
| --- | --- | --- | --- |
| 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 Hinson  Mark VanZorn  All |
| 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 Jones  Karen Osterheld  Annie Farrell  Yvonne 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 Farrell  Yvonne Hinson |
| 8:30 – 9:00 am  (30 mins) | Budget – Phase II (v) | BW–Phase II Budget documents | Anne Farrell  Yvonne 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 Farrell  Mark Taylor  Yvonne Hinson  Stephanie 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 Taylor  Bette 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 Taylor  Yvonne 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