

**Board of Directors Meeting Minutes**

**Monday, July 17, 2023**

**Virtual**

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| **Board Members Attending** | |
| Mark Dawkins, President  Robert Allen, Past President  Mark Taylor, President-Elect  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  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  Sidney Askew, Council Chair-Elect  Audrey A. Gramling, President-Elect-Elect  Margaret Christ, Vice President-Finance-Elect  Natalie T. Churyk, Vice President-Education-Elect  Linda Parsons, Director-Focusing on Membership  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 |
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| ***MSC = Motion Seconded and Carried***  ***MSF = Motion Seconded and Failed*** |
| |  | | --- | | Mark Dawkins welcomed everyone to the meeting. The agenda was reviewed with no questions or comments. Mark requested a vote to approve the June 8, 2023, Board minutes.  ***MSC to approve the June 8, 2023, Board minutes.*** | |
| **CEO Report – Yvonne Hinson**  **Membership update**:   * We currently have 2876 members, which is 113 up from last year. The sections are down about 90.   **Annual meeting update**:   * We currently have 1433 paid attendees, and we hope to have 250 to 300 more. In 2022 the final paid was 1418. * The Gaylord room block is at 124% and we needed 80%. * The budget for the exhibitor/sponsor revenue was $285,000 and we currently have revenue of $336,786. The 2022 exhibitor/sponsor revenue was $280,287.   **Call for Nominations**:  We have three open Board positions in 2024-2025. Nominations are being accepted until August 31st for the following positions:   * President Elect * Vice President Research and Publications * Director- Focusing on Segments   **DEIB Update**:  Norma Montague and Yvonne will be discussing the following during the Council meeting:   * DEIB Committee Update * Diversity in Leadership in Committees * DEIB Survey results update * Annual Meeting panel session on August 7th from 4-5:30   + DEIB Topics above   + How DEIB certificates were used at universities   + Launch of the Inclusive classroom series   + Partnerships with CAQ and NABA * Talking points for the Annual Meeting regarding DEIB and KFUPM   **HR Update**:   * A part-time Administrative Assistant has been hired. * We still want to hire:   + - DEI Program Manager     - Digital Events Coordinator     - Two Meeting Managers   We are temporarily reassessing the Marketing/Communications position and we have an RFP out to local marketing firms.  **Sheridan E-Commerce Mockup Site:**  We are shipping 2,350 books to Sheridan with 59 titles. These titles will be for sale on this website.  **Policy on Establishing a New Section**:  We received a proposal for a Sustainability in Accounting Section. We are creating a sign-up site to register possible members.  **Nonmember additional registration fee:**  This nonmember fee was implemented in 2021. It is set at $100 above the member registration fee and this money goes into the General Fund. The Board was asked if they would like to change the amount for the year 2024 and they decided to keep it at $100. |
| **Council Agenda Review – Randy Elder and Sidney Askew**  Randy reviewed the July 19th agenda.  Council Ballot Committee Chair:  Three nominees for the Council Ballot Committee Chair:   * Giorgio Gotti * Chad Simon * Sandra Stephenson   Voting will take place electronically after the July Council meeting. This year, the Council Ballot Committee Chair will choose two names for the Board Position Director-Focusing on Segments who will be on the 2024 Board ballot.  Randy reflected on his time as Council Chair and reviewed what the Council has achieved since November 2022. Randy passed the baton over to Sidney Askew, the new Council Chair. Sidney said his goal is to rally people together to achieve goals and to focus on ways to increase and expand the pipeline. |
| **Foundation – Mark Taylor and Steve Matzke**  Steve Matzke gave an update on the activities surrounding the AAA Foundation. He said Hugh Webster is handling all the legal filings and said there have been a few delays but nothing major. We are in the process of contacting the Board approved Slate of Trustees for the Foundation and everyone we have contacted is very excited about the opportunity. Steve said on Wednesday, August 9th during Mark Taylor’s remarks we will announce the AAA Foundation. We will have our first Board of Trustees meeting in Denver on August 9th from 2 pm to 4 pm. Steve showed the Board the Mission Statement of the Foundation and the different types of funding opportunities that will be available. |
| **New Section Advisory Committee – Anne Farrell and Sarah McVay**  Annie said the Publications Processes Task Force has completed their job of getting rid of the $37 charge. We recommended the formation of a new committee who will have the role of advising sections on ideas for reaching profitability goals for their journals, meetings and other activities and advise the Board on the structure and amounts of subsidies, if any, to support sections that are financially struggling. This committee is called the New Section Advisory Committee and shall consist of 10 members including the chair. Annie reviewed the draft of the Section Advisory Committee charge and membership requirements. The Board made a few suggestions. Under membership, they wanted in addition, one committee liaison to the AAA Council who is not a Board member and one liaison to the AAA Board. They also wanted the Committee Chair to submit at least one report per year to the Board of Directors and the AAA Council.  ***MSC- Approval of the New Section Advisory Committee with requested changes.*** |
| **Governance Topics – Mark Dawkins**  Doctoral Consortium Discussion – Yvonne, Bob Allen and Mark Dawkins attended the Doctoral Consortium this year and said it was a very good event.  Mark reviewed each of the committee reports. Audrey Gramling noted that several of the reports had suggestions at the end of the report and asked if the Board needed to respond to these suggestions. Yvonne said the Board only makes decisions on a requested changes to the committee charge or committee structure. Mark Dawkins said he would email the committee chair of any of the committees that had suggestions and copy the incoming committee chair and let them know that we are aware of their suggestions.  Acknowledge receiving committee reports (v)   * Audit Committee Report * AAA Education Committee * Competitive Manuscript Award Screening & Selection Committees * Issues in Accounting Education Steering Committee * New Faculty Consortium Committee * Outstanding Accounting Educator Award Committee * The Accounting Review Steering Committee * Trueblood Seminars Committee   ***MSC – the Board acknowledged receiving the committee reports and accepted the reports.*** |
| **Wrap Up & Adjourn** – Mark Dawkins adjourned the meeting at 4:06 pm |