

**Board of Directors Meeting Minutes**

**July 25, 2023**

**Virtual**

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| **Board Members Attending** |
| Mark Dawkins, PresidentRobert Allen, Past President Mark Taylor, President-ElectAnne Farrell, Vice President-FinanceBeth Kern, Vice President-EducationNorma Montague, Vice President-Diversity, Equity, and Inclusion  | Ann Dzuranin, Director-Focusing on MembershipTim Rupert, Director-Focusing on SegmentsBette Kozlowski, Director-Focusing on Academic/Practitioner  InteractionYvonne Hinson, Chief Executive Officer |
| **AAA Guests & Professional Staff Attending** |
| Randy Elder, Council ChairSidney Askew, Council Chair-ElectAudrey A. Gramling, President-Elect-ElectMargaret Christ, Vice President-Finance-ElectNatalie T. Churyk, Vice President-Education-ElectLinda Parsons, Director-Focusing on MembershipCristina Florio, Director-Focusing on International- Elect  | Erlinda Jones, Senior Director, Meetings & MembershipSteve Matzke, Senior Director, External Relations &  GovernanceMichele Morgan, Chief Financial Officer Karen Osterheld, Senior Director, Center for Advancing  Accounting EducationStephanie Austin, Senior Director, Publications and  Content StrategyMark VanZorn, Chief Information OfficerDarlene Dobson, Executive Assistant  |
| **Board Members not in Attendance** |
| Sarah McVay, Vice President-Research and  Publications  | Sidney Askew, Council Chair-Elect |

**Tuesday– July 25, 2023**

**2 pm – 4 pm**

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| **Welcome – Mark Dawkins**Mark Dawkins welcomed everyone to the meeting. The agenda was reviewed with no questions or comments. |
| **Finance Update & Business Meeting – Anne Farrell and Michele Morgan**Annie reviewed the preliminary 4th Quarter General Fund Statement of Operations * Membership was down 90 / 328 compared to budget / last year.
* 2022 Annual Meeting/CTLA down due to lower participation and pre-COVID hotel contracts.
* Savings in publication contracts and staffing
* Investment income was up $165,000 compared to budget, last year.
* We received COSO revenue this year but was not in the budget.
* PPP loan was forgiven last year.

Annie said the Phase 2 budget changes were approved by the Finance Committee. The accounting system conversion is going on now and an external audit. The Section roll-out of the new journal accounting for publications is complete. |
| **Council Review – Randy Elder** Randy discussed a call that some of the AAA Board members had with AICPA regarding their Draft Pipeline Acceleration Program (DPAP) and especially the (ELE), Experience, Learn and Earn program. Randy said we felt that ELE complicates why you should get a master’s degree. It seemed like the AICPA had ELE as the first initiative listed in the plan and seemed to signal its level of importance. We feel competition from ELE could further harm accounting enrollments. Randy said we feel that we should focus on high school and college recruiting strategies as the best way to increase the number of CPA’s. He would like to have a meeting after the annual meeting to discuss the next steps. |
| **Accounting Pipeline Stakeholder Symposium Update –** Mark Taylor and Yvonne HinsonMark said the invitations have all been sent out and we have several groups that are attending. We are lining up our facilitators now and they should be confirmed this week. NABA has agreed to cohost the event and is giving up to 40K commitment. We budgeted for 75 attendees and at this time we have 59. These are the associations that will be attending:AACSB, ACBSP, AICPA, AGA, BAP, CAQ, CAD, CAT, FEI, IIA, IMA, NABA, NASBA, PhD Project and TACTYC.The firms that will be attending are Deloitte, EY, KPMG and PWC and a Federal Government representative.We also have high school teachers, community college faculty, HBCU/HSI faculty, PCAOB, Pathways leaders, State Society CEOs from Florida, Utah, California, and Texas.  |
| **Annual Meeting Update & Activities – Erlinda Jones**Erlinda gave an update on the annual meeting.* As of today, we have 1459 registrants which is about 14 over the total attendees of 1445 in 2022.
* We are down $175,000 in revenue as of today from budget.
* Our affiliates’ food and beverage spending are combined with our F&B spending so we can keep those expenses low.
* The Gaylord room block is oversold.
* We have several complimentary valet and parking passes available so if you know of someone that needs one go to our Membership Help Desk at the annual meeting and they can give you one.
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| **Wrap up and adjourn – Mark Dawkins**Mark wrapped up the conversation and adjourned at 2:50 pm |