

**Board of Directors Meeting Minutes**

**Wednesday, July 24, 2024**

**Virtual**

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| **Board Members Attending** | |
| Mark Taylor, President  Audrey A. Gramling, President-Elect  Mark Dawkins, Past President  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 | Sarah McVay, Vice President-Research and  Publications  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  Alisa Brink, Council Chair-Elect | Erlinda Jones, Senior Director, Meetings & Governance  Steve Matzke, Director, Foundation & Sponsorships  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 |
| **AAA Board & Professional Staff Not in Attendance** | |
| Linda Parsons, Director-Focusing on Membership |  |

**Wednesday, July 24, 2024**

**2:00 pm – 5:00 pm**

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| **Welcome – Mark Taylor**  Mark Taylor welcomed everyone to the meeting. The agenda was reviewed with no questions or comments.   * Approval of May 23, 2024, Board Minutes   ***MSC the May 23, 2024, minutes were approved with a change in wording in the budget phase II section. The word wrong was replaced and the new wording is the budget could be improved.*** |
| **CEO Report-Yvonne Hinson**  **Membership**   * Membership counts as of July 24: 6144 and last year 6271. * Section membership as of July 24: 7821 and last year 8249   **Finance**   * Finance Outsourcing Continuing with Kaiser Consulting. * They are working on section financials. * Dealing with challenges with systems, * Collaborating with consultants to fix errors and broken links (slowly) * Kaiser has added an additional person to support but we still need a consultant from Business Central.   **Facilities**   * The first contract fell through- the building was too big and too expensive to renovate. * Currently two interested parties * The real estate market has softened.   **Reasons for Selling Building**   * Reduce staff time spent on facilities. * Space is not collaborative space. * Reduce overhead expenses. * Take advantage of FL market increases   **Meeting Updates**   * Submission system feedback response * Meeting Planning Site Selections for Sections * Multiple models * Planning 2025 MYM – trying universities and conference centers. * Cannot reduce overhead by Section taking on more work. * Meetings Model Committee * New Estimated Budget amount - $676,027 * Old Estimated Budget amount - $823,000 * AAA at International Meetings – EAA & AFAANZ   **Accounting Talent Strategy Roundtable**   * Sponsors: AAA, AICPA, NABA, NCDI * Dates September 23 (joint meeting); September 24 (separate meetings) * Day 1 Goal – bringing together a group of accounting leaders for a pivotal day of discussions on advancing talent initiatives. * Day 2 Goal: Advancing the work of FASSSO Working Groups, AAA Foundation and any new initiatives AAA, AAA Foundation and FASSSO take on from the prior day.   **Center Update**   * weARE Webinars – we have hosted 99 webinars, and we are scheduling more in the fall. * Leadership Section Webinars * Membership Monthly Podcasts – first Monday of each month * Waiting for NASBA approval for Asynchronous CPE – getting close! * Supporting FASSSO working groups   **IT/Membership/Marketing Update**   * Moving away from Schifino/Lee (SL) agency * Website Projects:   + Redesign of Member Portal   + AAAHQ.org   + Future Accountants resource site (FASSSO)   + LMS Resource Repository * Advertising – using what SL gave us and also working with Cactus for international and journals * Membership initiatives (post strategic retreat) * Call for Support: Please Like and Repost on LI, FB, and X   **Publications Update**   * “Accounting Open” affiliate open access and ‘sound science’ journal to launch by early 2025. * Updated Ms Prep Guide, Submission documents and Editorial Policies * New journal homepages coming soon! * AM2024 Panel Session 2.08 on Monday, August 12, 2:00 – 3:30 pm, “Best Practice in Peer Review” * Media Database of experts willing to talk to media outlets/reporters.   **Sponsorships and Foundations Update**  **Midyear and Annual Meeting Sponsors and Exhibitors**   * Exceeded Sponsorship budget. * The exhibitor goal is under budget because the hotel does not have enough space.   **The American Accounting Association Foundation**   * Communications * Programming   + Two-year Bridge Symposium   + The Accounting Hall of Fame Anniversary   + High School Accounting Course   **BAP Integration & Annual meeting**   * The integration was very smooth. * Kaiser is working with BAP and has reached a steady state.   + Working on Audit info now * The BAP Annual Meeting is underway. * Planning three BAP region meetings * Looking to re-engage with our AAA AM. |
| **Council Agenda Review – Sidney Askew**  The Council meeting will be held July 25th. Sidney said he was going to discuss the following:   * Acknowledge new Section presidents and thank all the Council members that will be leaving. * Approval of Council minutes and CEO report * Annual meeting update and annual meeting paper submission process * Reflect on 2023-2024 Council accomplishments like the repositioning of the members within the regions. * Looking ahead to 2024-2025 - Acknowledge Mary Marshall, as the 24-25 Council Ballot Committee Chair |
| **Board Policies: Bette Kozlowski**   * The Audit committee has been looking at the different policies and procedures to see where we can make enhancements and improvements. * Discussed the two Board policies – Conflict of Interest Policy and Code of Ethics Policy * Current policies are dated August 2009 * Hugh Webster, AAA Attorney, joined the meeting to discuss the basic obligations of the Board which are: * Duty of Care –overseeing how the organization is doing. * Duty of Obedience –abiding by the bylaws * Duty of Loyalty –to act in the best interest of the organization when you are on the Board. * The Board’s role is oversight and strategic planning, not operational.   ***MSC – Approval to have Bette start the process of making edits to these policies and then resend the policies out to the Board for review.*** |
| **Annual Meeting Update – Mark Taylor and Erlinda Jones**  **Current registration numbers for Annual Meeting**   * There are 1600 paid members as of today. Our budget number was 2438. * CTLA is 10 over budgeted numbers. * Retirees are over budgeted numbers. * Student registrations are up over budgeted numbers.   **Room block numbers**   * Marriott Marquis -We have met the room block. * Westin –We have not met our room block. * At the end of the Annual Meeting, we will do a system audit at both hotels to capture anyone that booked outside of our room block. * We will not know the outcome until we complete the audit.   **Exhibitor space**   * As of today, we have four spots left to sell in the exhibit hall space we have now. * $137,000 under from last year on exhibitors * $16,000 over on sponsors |
| **AAA Award Committees – Sarah McVay and Natalie Churyk**  We recommend that rather than roll-forward all eligible nominations for Innovation in Accounting Education Award, Outstanding Accounting Educator Award, and Lifetime Service Award (which has been the practice in recent years in response to low submission rates), that roll-forwards are restricted to those eligible nominations  for which the selection committee recommends the nomination be rolled forward for one year (e.g., nominations with a reasonable chance of winning the award in the future). By adding this process to the Innovation in Accounting Education Award, the Outstanding Accounting Educator Award, and the Lifetime Service Award, all AAA Awards will be following the same process.  ***MSC approves the proposed changes to the following award policies: Innovation in Accounting Education Award, the Outstanding Accounting Educator Award, and the Lifetime Service Award.*** |
| **Governance Topics – Mark Taylor**   * Doctoral Consortium Discussion – This was a great meeting. There was good energy in the room and mentors were enthusiast. Deloitte University is a great venue.      * AAA-AACSB-RRBM Award for Research Impacting Societal Challenges Committee * *Accounting Horizons* Steering Committee * Council Advocacy Review Committee (CARC) * Competitive Manuscript Award Screening Committee * Competitive Manuscript Award Selection Committee * Deloitte Foundation Wildman Medal Award Committee * Distinguished Contributions to Accounting Literature Award Selection Committee * Diversity, Equity, and Inclusion Committee * Education Committee * Governance Committee * Innovation in Accounting Education Award Committee * *Issues in Accounting Education* Steering Committee * Lifetime Service Award Committee * Mid-Career Faculty Consortium Task Force * New Faculty Consortium Committee * Notable and Distinguished Contributions to Accounting Literature Award Screening Committee * Notable Contributions to Accounting Literature Award Selection Committee * Outstanding Accounting Educator Award Committee * Research and Publications Committee * Section Advisory Committee * *The Accounting Review* Steering Committee * Trueblood Seminars Committee   ***MSC to approve the committee reports as submitted.*** |
| **Wrap Up and Adjourn** – Mark Taylor  Mark wrapped up the conversation and the meeting was dismissed at 4:31 pm |