

**Board of Directors Minutes**

**Monday, July 29, 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 | Linda Parsons, Director-Focusing on  Membership  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  Alisa Brink, Council Chair -Elect | Erlinda Jones, Senior Director, Meetings & Membership  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 Guests & Professional Staff unable to attend** | |
| Jay Thibodeau, Direct-Focusing on Segments- Elect |  |

**Monday, July 29, 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. |
| **Council Review – Sidney Askew**  Sidney did a review of the Council’s accomplishments for the year:   * Elected Bambi Hora as the 2024-2025 Council Chair-Elect * Elected 5 members of the 2024-2025 AAA Nominations Committee * Elected 6 members of the 2023-2024 Council Committee on Awards Committee (CCAC) * Voted to approve the AAA membership dues for 2024-2025. * Council chairs sent a letter to the AICPA regarding the ELE program. * Held discussions related to implementing the allocation model from the meetings model committee. * Engaged in DEIB training and voted to update the Council Committee on Awards Committee policy regarding CCAC membership. * The repositioning of the members within the regions. |
| **Accounting Pipeline Stakeholder Symposium Updates**- Mark Taylor, Yvonne Hinson, and Karen Osterheld  Mark Taylor said that each of the ten (FASSSO) organizations has donated, or agreed to donate, $15,000 in cashor in-kind.  Karen Osterheld said there are going to be two panel sessions at the annual meeting and there is also an entire track on Pipeline research and best practices throughout the AM conference.   * Panel Sessions at the AM:   + Tuesday, 8/13, 2:00 – 3:30 pm: What Initiatives are Being Taken to Increase the Supply of Accounting Students: Update from the Stakeholder Symposium (Session 5.07)   + Tuesday, 8/13, 4:00 – 5:30 pm: How to Engage Students: Best Practices in the Principles Courses (Session 6.04)   Principles   * Bootcamp * Best practices survey completed – 80 plus professors responded.   Community Colleges   * Resource Collection & Curation Complete * Community college mentorship program   High Schools   * Resource Collection and Curation Complete * Setting up interviews with HS teachers * Exploring webinars for HS teachers   Branding   * Running a Student Survey at BAP * Strategizing how to extend the reach of known resources and marketing. |
| **Diversity Committee Board Update - Norma Montague**  **Subcommittee on Publications**  Initiative: Encourage DEIB in AAA Journals   * Renewed aims/scopes of major journals * Sent proposals to journal committees. * Awaiting approval and revisions   **Update**:   * Received feedback from TAR steering committee. * Sent to Research & Publications Committee for final review.   **Subcommittee on Teaching**  Initiative: Classroom Learning Services   * Collaborated on content and presenters. * Summarized best practices.   Update:  Outline created for a thought paper titled “Unveiling the Biases in Student Evaluations of Teaching (SETs)”  **Subcommittee on DEIB webpage content**  Initiative: Update DEIB webpage   * Added diversity calendar and various heritage month resources. * Future updates planned for upcoming months.   Update:   * May – updated website in recognition of AANHPI Heritage Month * June – updated website in recognition of Pride Month and Juneteenth   **DEIB Surveys-Sentiments and Action items**  Results:   * Support for DEIB initiatives remains strong. * Criticism includes perceived overemphasis on DEIB. * Calls for greater transparency and fairness.   Action items:   * Improve transparency in selection processes. * Offer financial assistance program. * Balance DEI with core mission * Enhance DEIB education and awareness. * Provide practical support programs. * Improve communication and engagement.   **Survey Administration Update**  Next steps:   * Paused Pulse Survey 4 * Exploring alternative uses for survey budget.   We are considering relocating the $5000 we would use on a pulse survey to the following content/resource support initiatives.   * The Diversity Movement to provide access to their Library for members of the Board and Council costs $99 per person per year. * The Diversity Movement Library with Holiday Toolkit subscription for DEI committee chair which includes the ability to download resources like guidebooks and MicoVideos to share with members costs $599 per person per year. * Additional resources - Up to 5 additional MicroVideos, guidebooks, whitepapers, checklists, etc. that would be based on survey results and widely shared with members ($2,520 total)   The Board said that the committee should vet materials and then come back to the BOD with suggestions.  **AAA Annual Meeting DEIB Panel**  Date: August 12, 2024  Time: 2:00 PM – 3:30 PM  Moderator: Mark C. Dawkins  Panelists: Norma R. Montague, Karen K. Osterheld, Mark VanZorn  Norma discussed a name change from DEI. She said something focusing more on culture and something more acceptable. The Board would like the committee to decide what is and what would be appropriate going forward. Yvonne requested that the Board think about taking this to the governance committee and ask them to consider changes if we decide to open the bylaws. Changing the title of the DEI Board position will require a bylaws change. |
| **Finance Update & Business Meeting – Annie Farrell, Margaret Christ, and Yvonne Hinson**   * Year-end/Kaiser update   Yvonne is working with Kaiser Consulting. There are no year-end financials now. Kaiser is a little slow responding which is frustrating staff and members.   * Set Business Meeting Date- last year Tuesday November 14 - 5-6 pm EST. The Board decided that Tuesday, November 12th from 5-6 pm EST would be the date of the 2024 Business Meeting. |
| ***Issues in Accounting Education* Editor Slate 2025-2027**  The slate of editors was posted on the Board website for review prior to the meeting. This slate of editors has been invited by incoming Senior Editor, Joanne Jones. Sarah discussed the slate, and it was noted that it was unusual to have 12 editors roll over to the next term. Each editor has a 3-year term and after that term ends then they have to get invited to serve more terms. There was also discussion around the diversity of the slate of editors.  The Board said when you bring a new editor slate forward, we need to get information on why each of these editors were chosen. They asked Sarah to please go back to Wayne Thomas, Chair of the *Issues in Accounting Education* Steering Committee and ask him to discuss the diversity of the slate.  *MSC – to approve the Issues in Accounting Education Editor slate as presented and to develop factors to be considered when selecting editors going forward for the Senior Editor and Steering Committee.* |
| **Update from Strategy Retreat and discussion of items voted on at Board Retreat and how these fit into 2024/2025 Theme of “Boldly Building our Future.”**  The HQ Team’s votes were similar to the board. Yvonne would like the Board to go back through the top projects listed below so we would have guidance on what to start on. Here are the top projects in each group.  **Research Oriented Faculty**   * Training for reviewers, editors, and PhD students * Multi-year membership discount * Conference for 3-year post (1½ days) * New Faculty Consortium Reunion Reception to AM   **Teaching Oriented faculty**   * Teaching Innovation Grants for Development of new resources * Workshop on how to write a good case. * Teaching advisory committee * Activities calendar.   **International**   * Dedicated international member service. * Highlight international conferences – these could go on the activities calendar. * Spotlight successful international authors   **Ph.D/DBA Students**   * Teaching resources – leverage what was shared earlier; Strategies for Success– the LMS already does that. * AAA in your future * Networking for Introverts * ADS type program to attract future PhD’s and DBA’s * PhD Programming repository to share what is being done across sections – the activities calendar.   **Practitioners**   * Speaker Bureau – all ranks & levels; faculty and practice (push/pull) * Networking/connections (communications) via Impact Hub * Follow up communications to speakers- easy to do follow-up and tell them about the benefits of AAA membership.   **Retirees**   * Discounted conference registration fees * Networking events – maybe invite the retirees to the new member reception. * Class notes * Preparing for retirement   **High School**   * Certifications/Credits * Connect with HS Accounting Teachers * Develop HS Accounting Courses- the Foundation is already working on this.   **Community College**   * Teaching Advisory Committee * Marketing of what we have * Immerse TACTYC into AAA Section (w/2-year program section)   **BAP**   * BAP track at Annual Meeting * Chapter/Student service local to AAA meetings * Joint Conference with Sections – Erlinda is working on this. * BAP early Career membership in AAA for professionals |
| **Wrap up and Adjourn – Mark Taylor**  Mark wrapped up the conversation and adjourned at 3:57 pm |