

**DRAFT Virtual Council Meeting Minutes**

Thursday, July 25, 2024

2:00 pm – 4:00 pm

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| **Council Members Attending** |
| **Board of Directors**Mark Taylor, PresidentAudrey Gramling, President-ElectMark Dawkins, Past PresidentAnne Farrell, Vice President-FinanceNatalie Churyk, Vice President-EducationNorma Montague, Vice President- Diversity, Equity, and InclusionLinda Parsons, Director-Focusing on  Membership Cristina Florio, Director-Focusing  on InternationalTim Rupert, Director-Focusing on  SegmentsBette Kozlowski, Director-Focusing  on Academic/Practitioner InteractionMargaret Christ, Vice President-Finance- ElectYvonne Hinson, Chief Executive Officer | **Council Officers**Sidney Askew, ChairAlisa Brink, Chair-ElectRandal Elder, Past Chair**International Members-at-Large**Giorgio Gotti**Region Representatives**Jacob Peng, Mid-AtlanticBenjamin Anderson, Western | **Section Representatives**Jennifer Reynolds-Moehrle, AAHMary Marshall, ABODiane Janvrin, AISLynn Jones, ATAChad Simon, AUDDana Hollie, DIVRichard Riley, FAMary Ellen Carter, FARS Bambi Horia, GIWBAlan Styles, GNPChris Skousen, IASGary Peters, LEADERSHIPWillie Choi, MAS ALTRobert Nehmer, SETCassy Budd, TLC |
| **AAA Professional Staff & Guests Attending** |
| Mark S. Beasley, President-Elect-ElectJacqueline S. Hammersley, Vice President–Research & Publications ElectJay C. Thibodeau, Director–Focusing on Segments ElectAnn Dzuranin, Incoming AIS RepElizabeth Gordon, Incoming IAS RepRobyn Raschke, Incoming SET RepWendy Tietz, Incoming TLC Rep | Mark VanZorn, Chief Information OfficerErlinda Jones, Senior Director, Meetings and Governance Steve Matzke, Director, Foundation & SponsorshipsKaren Osterheld, Senior Director, Center for Advancing Accounting EducationStephanie Austin, Senior Director, Publications and  Content StrategyShauna Blackburn, Segment Relations ManagerBarbara Gutierrez, Governance Manager |
| **Board & Council Members Unable to Attend** |
|  Sarah McVay, Vice President-Research  and Publications | Jason Stanfield, MidwestKhondkar Karim, NortheastAaron Wilson, OhioSandria Stephenson, SoutheastJay Vega, Southwest | Gerlando Lima, International Council Member-at-LargeShane Dikolli, MASMichele Frank, PICarolyn Hughes, TYC |

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| **Meeting Minutes*****MSC = Motion, Seconded, Carried******MSF = Motion, Seconded, Failed*** |
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| **Welcome** – Sidney Askew welcomed everyone to the meeting. He thanked the outgoing Board and Council members and welcomed the incoming members and incoming Section presidents. The agenda was reviewed with no questions or comments.***MSC to approve the minutes of the March 11, 2024 Council Meeting.*** |
| **Chief Executive Officer Update** – AAA CEO Yvonne Hinson gave an overview of AAA membership. As of July 24, 2024, AAA membership is 3,040 vs. 3,006 and Section membership is 3,730 vs. 4,066 the same time last year. Members are joining fewer Sections today than in the past and we’re told this is due to decreased budgets.Finance update – Kaiser Consulting is handling all accounts payable, Controller, and most CFO duties now. Challenges remain with identifying and correcting errors with ProTech (association management system) and Business Central (accounting/finance system). Section financials are being worked on but may not be sent until after the Annual Meeting. The Board approved the Phase II budget during May which includes money for consultants who are working on fixing the two systems. Once the systems are working properly, Sections will get their financials faster and they will be clearer. Continue to relay any questions about your financials to us because that helps Kaiser learn and correct any errors. Kaiser hired an additional staff member to support this effort.Facilities update – The contract on the building fell through. The buyer decided the building was too big and too expensive to renovate. We still have two interested parties – an insurance company and a governmental unit in the area. We’re hopeful that we can sell the building by the end of the year. We need to reduce staff time and overhead expenses on facilities maintenance and take advantage of the increase in the value of the building.Board Strategy Retreat update – The Board talked about membership and programming for current and future groups and voted on eight categories to focus on: Teaching Oriented Faculty, Research Oriented Faculty, Ph.D/DBA Students, High School, Community College, Retirees, Practitioners, and International. There is an overlap between many of these categories. After the Annual Meeting, Staff will begin working on specific programming for certain categories. The Board discussed the 120/150 proposals and the impact on higher education, and AAA HQ team provided a 2025/2030 strategy update. The Beta Alpha Psi (BAP) presidents and executive director joined for part of the meeting and discussed AAA/BAP synergies. Thank you to EY Foundation for sponsoring the May Board retreat. The Board voted to extend subsidies for journals from the Publications Processes Task Force through 2027 to align with EBSCO; to move forward with a proposal for AAA to be an affiliate on an open access journal with Elsevier; to discontinue the in-person Rookie Camp and transition the Rookie Camp Committee to the Accounting Career Center Committee which might include virtual options for recruiting; to approve a pilot Mid-Faculty Career Consortium Committee and meeting to take place next June; to create a Memorials Task Force - memorials are currently written by the Academy of Accounting Historians (AAH) and published in *Accounting Horizons*; to support the Public Interest Section’s efforts to change their name to Public Interest, Sustainability and Ethics Section before opening the vote to their members; and to approve the Phase II budget to include resources for fixing the finance systems and adding asynchronous CPE options for members.Meetings update – Regarding meeting planning site selections for Sections, we have multiple models being discussed at the President’s Quarterly Roundtables, we have several universities and conference center models for next year, and 2025 midyear meeting planning is starting. AAA has outsourced at no cost the site selection process and we encourage the Sections to work closely with their AAA meeting managers in order to reduce meeting costs. The Meetings Model Committee will be updating their models to reflect the lower overhead budget of $675,027 (previously $823,000). AAA attended the European Accounting Association (EAA) and the Accounting and Finance Association of Australia and New Zealand (AFAANZ) conferences this year to promote our journals. EAA started a DEI committee earlier this year and Yvonne served on a DEI panel at their meeting, and AFAANZ asked about the pipeline initiatives we have.Accounting Talent Strategy Roundtable update – AICPA asked if the Future Accountant Stakeholder Symposium Sponsoring Organizations (FASSSO) would meet with the national pipeline advisory groups this September. FASSSO is the group that is overseeing and funding the working groups that were created after the 2023 symposium. The upcoming two-day meeting with the AICPA will include AAA, AAA Foundation, FASSSO, NABA, and the National Commission on Diversity and Inclusion (NCDI) and is sponsored by the AICPA, AAA, NABA and NCDI.Center for Advancing Accounting Education update – Karen Osterheld is scheduling weARE webinars for the fall. We have produced 99 weAre webinars so far. The Leadership Section continues to produce pipeline-related webinars. AAA now has Membership Monthly Podcasts that are released the first Monday of each month. We are close to obtaining NASBA approval for asynchronous CPE and we are looking for a provider. Once we have NASBA’s approval, we will be ready to sign a contract.Information Technology/Membership/Marketing update – AAA is completing the work we began with Schifino Lee Advertising + Branding and will be moving away from them. Projects include a redesign of the Member Portal and AAAHQ.org, creating a site for FASSSO, maintaining the LMS Resource Repository, and advertising. We’re asking everyone to like or repost stories on AAA’s social media (LinkedIn, Facebook, and X). In 2020 we had approximately 6,000 followers on LinkedIn and now we have over 13,000.Publications update – “Accounting Open” affiliate open access and ‘sound science’ journal to launch by early 2025. The Research & Publications committee has been working on updating the publication ethics policies, editorial policies, manuscript prep guide, and submission documents. The journal homepages will have a new look soon. Stephanie Austin is hosting a “Best Practices in Peer Review” panel at the Annual Meeting. The Media Database is available now. We encourage you to sign up to indicate your interest in talking to the media and to update your member profile with your areas of expertise. We will refer to this database when we receive media requests.Sponsorships and Foundation update – We have exceeded our sponsorship budget for the Annual Meeting but are below our exhibitor budget due to unforeseen space limitations imposed by the Marriott in DC. AAA Foundation programming includes the Two-Year Bridge Symposium on November 8, 2024, The Accounting Hall of Fame’s 75th Anniversary in 2025, and starting a technology-forward high school accounting course. We’ll be looking for funding from major foundations to meet the approximately $3 million start-up costs.BAP Integration & Annual Meeting – The integration went better than planned. Kaiser Consulting is working with BAP and their audit starts soon. BAP Annual Meeting is taking place now in Orlando. They would like to incorporate three of their Region meetings into our Section Meetings, if possible, and hope to be able to move the location of their Annual Meetings to once again coincide with our Annual Meeting, possibly as soon as 2025 in Chicago. |
| **Annual Meeting Update** – Erlinda Jones gave an overview of the Annual Meeting taking place August 10-14. We’re aware that it’s later in August this year and there has been some concern from members. Future Annual Meetings will be in early August like in the past. Registration is up slightly from this time last year and we still have two weeks left. Registration kiosks will be at both hotels this year. The Council Reception, Early Bird Reception, and New Member and PhD Student Reception will be on Sunday, August 11. Council members will receive an email invitation to the New Member and PhD Student Reception. Erlinda gave an overview of the plenaries and speakers. |
| **Feedback on Meeting Submission System** – Erlinda Jones and Tim Rupert shared feedback from members about the new meeting submission system (Attendee Interactive) and process. AAA Sections implemented a new submission system recently and Tim asked for feedback from Council and the attendees of the President’s Quarterly Roundtables, and he contacted Section presidents directly for feedback. Tim and Erlinda met with Sections and found that with the first couple of meetings, the authors’ names weren’t redacted. We implemented internal control steps involving volunteers and Staff to make sure no personal information is uploaded into the system in the future. Some reviewers had accepted assignments in the system, but the system didn’t recognize them, and the assignments were given to someone else. We made the button on the acceptance page more visible and made it clear that accepting assignments is a two-step process. You must click on “Accept” and then “Submit”. There were some issues with contact information when moving from acceptance of papers to assignment of discussants and moderators. We found that some Sections send separate emails to their volunteers using a different email (maybe a personal email) from what we have in the submission system. We have one system that pulls from one profile. This isn’t a case where two systems weren’t talking to each other. One submission was lost in the system and didn’t get through the process even though the member had received a confirmation. We could see the paper and confirmation, but it didn’t get assigned a reviewer. We had a reviewer assigned and it was back in the regular process. We feel this was a one-time only issue either due to a system error or human error. Sections also indicated that volunteers don’t have direct access to the system and that we need to increase the timeline to finalize the program. Erlinda explained that access to the system must stay within the Administration level (with AAA). If members were given access to the system, they would see all submissions across all our meetings. This was a feature that was selected by the volunteers/staff committee when they chose this system. We can’t change that feature because we agreed not to customize the system. AAA Meeting Managers are starting the meeting process earlier this year to allow for all the various added steps. We’ll ask for feedback next year to see how the second year goes. Tim asked Council to continue to send feedback to him, Jay Thibodeau who is the incoming Director-Focusing on Segments, Erlinda, or your AAA Meeting Manager. |
| **New Publications AI Policies Update** – Stephanie Austin explained that there are a lot of changing standards with AI recently that has had significant impact on peer review, research methods, and writing of papers. The AAA Research & Publications Committee subcommittee was formed and in fall 2023 we published the “Policy for Authors” using AI. In early 2024 we published the “Policy for Reviewers and Editors” using AI. Simultaneously, the Research & Publications Committee worked on combining all of AAA’s publications ethics policies into one document to comply with industry standards. The “Publications Ethics for Academic Research” document is posted here <https://aaahq.org/portals/0/documents/journals/Publications%20Ethics%20for%20Academic%20Research.pdf> Jackie Hammersley, Vice President-Research & Publications-Elect, added that reviewers and authors are now being prompted during the submission process to answer whether they have complied with the policies and she asked Council to help spread the word about our AI policies. Stephanie explained that we are in the process of making sure that all prompts related to the new policies are consistently asked across all journals and the update should be complete in early August. Regarding the new journal websites, the goal is to launch them on Monday, August 5. |
| **Council Ballot Committee Chair Election Overview** – Sidney Askew and Alisa Brink discussed the role of the Council Ballot Chair (CBC), reminded everyone that the Call for Nominations for the 2025 Board of Director positions is now open, and encouraged Council to nominate for all four open positions. Sidney explained the responsibilities of the CBC Chair and Alisa explained the electronic voting process. Mary Marshall was the only candidate this year. Council will be asked to approve the slate or abstain from voting. This position does not require a contested election. Voting will take place electronically following the Council meeting.***Following the July 25, 2024, Council Meeting, Mary Marshall was approved as the 2024-2025 Council Ballot Committee Chair.*** |
| **Reflections on 2023-2024** – Sidney Askew reviewed the Council’s accomplishments including electing Bambi Hora as the 2024-2025 Council Chair-Elect, electing members to the 2024-2025 AAA Nominations Committee and to the 2023-2024 Council Committee on Awards Committee (CCAC), voting to approve AAA membership dues for 2024-2025, and selecting two members last November for the 2024 Board of Directors Slate for Director-Focusing on Segments. Council Chairs sent a letter to the AICPA regarding the ELE program. Council held discussions around implementing the allocation model from the Meetings Model Committee and engaging with next steps related to the Accounting Pipeline Stakeholder Symposium held in September 2023. Council updated the CCAC policy and participated in DEIB training. He thanked all the Council members, Randy Elder, Monte Swain, and AAA Staff for their help this year. He turned over Council to Alisa Brink.  |
| **Looking Ahead to 2024-2025** – Council Chair-Elect Alisa Brink reviewed the upcoming Council strategies and activities that include nominating for the four open 2025 Board of Directors positions, attending the Council reception at the Annual Meeting, holding the new Council orientation meeting in October, and attending both the November in-person Council meeting in Sarasota and the March 2025 virtual Council meeting. She encouraged Council to take advantage of opportunities to engage with Sections, to find ways to increase the student pipeline, communicate and enhance membership value, continue to maintain the strength of communication between Council and Section Leadership, and find ways to increase participation in nomination opportunities because there are many, many positions that need to be filled. Alisa thanked Sidney and Randy Elder and welcomed the opportunity to work with Bambi Hora as Council Chair-Elect. |
| Sidney Askew adjourned the meeting at 3:40 pm. |