

# Accounting Programs Leadership Group



A Group of the American Accounting Association

Volume 35, No 1, Fall/Winter 2012

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## Spring/Summer Newsletter Deadline

The deadline for material to be included in the Spring/Summer 2013 issue is May 15, 2013.

Please send all information to the Vice-President of Communications at the address below for delivery no later than that date to ensure the timeliness of the issue.

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## President's Message



Will Rogers once said, "Even if you are on the right track, you'll get run over if you just sit there." Thanks to the vision and leadership of our past president Jim Young and a group of 27 dedicated members, I'm happy to report that APLG is on the right track and will not be hit by a moving train anytime soon. After more than a year of work drafting a new strategic plan for our group, APLG is becoming "the premier resource and voice for the accounting program leadership community."

While drafting the plan was a challenging task, the real challenge comes now as we start its implementation. A first step in this implementation is a change in our organizational structure and bylaws to reflect the plan's strategic initiatives. Watch your email in early January for an announcement about reviewing and voting on these proposed bylaws changes. And another big thanks to Jim Young for drafting this proposal.

For the past six months, Frank Buckless (North Carolina State), Marc Rubin (Miami – Ohio) and Sandy Richtermeyer (Xavier) have been working with the FSA on our behalf planning the 2013 APLG/FSA mid-year meeting to be held February 10-12, 2013. I've seen a preliminary program and it promises to be a very informative meeting. Continuing a change from last year, there will not be a separate "new chair's seminar" this year. Since the new chair's seminar was often attended by as many experienced chairs as new chairs, the committee decided to include everyone in all sessions, so the meeting will begin for everyone at 8:30 on Sunday morning. Registration is now open at <http://aaahq.org/aplg/seminars/2013/registration.cfm>, so reserve your spot at the DoubleTree San Diego Mission Valley today.

The next few months will be exciting times for APLG as we begin implementing our new strategic initiatives. If you haven't reviewed the strategic plan yet, it is available on our website at <http://aaahq.org/aplg/index.htm#About>. Take a look at it and see where you might want to plug in; there will be plenty of room for you to get involved.

Remember, the APLG is YOUR organization, so take advantage of all we have to offer.

See you in San Diego!

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## Accounting Program Leadership Group

### Minutes of Board of Governors' Meeting August 5, 2012

Attendees: Bud Fennema, David Boynton (AAA), Greg Carnes, Sandy Richtermeyer, Don Finn, Frank Buckless, Dan Murphy, Charles Davis, Jim Young, Sanjay Gupta, Martha Eining, Jane Saly, Laura Mills-Lewis, Kathy Shoztic, Blane Ruschak, Bill Stout, Mark Nixon, Marc Rubin, Dale Karren (consultant)

1. Minutes of August 2011 meeting were approved

2. Treasurer Report –Jane Saly

Currently APLG has 273 dues paying members which is approximately the same as last year  
The joint Annual meeting had 245 attendees (compared to 203 in the prior year)  
During the current year approximately \$70,000 was allocated for the strategic planning process  
The subsidy for rooms at the Annual Meeting was approximately \$30,000  
Discussions regarding the cost sharing with FSA and the need to monitor reserves given the planned spend down ensued  
The treasurer's report was approved

3. 2013 Annual Meeting—Jim Young and Charles Davis

The entire meeting will begin Sunday morning with no dedicated portion for new chairs  
Board meeting will likely take place late afternoon or early evening on Saturday  
Consideration is being given to increase the meeting fee

4. Newsletter—Mark Nixon

There was not a newsletter in the past year  
The next newsletter should be sent in September  
Send any items you have to Mark

5. Strategic Planning—Jim Young

Working Group Reports  
Proposed organization structure changes but Jim will look at the governance document to determine what changes the by-laws will accommodate

#### Membership

The APLG has 225 department chairs as members whereas there are a 1000 colleges and universities represented in the AAA---the goal is to have 500 members of APLG in 5 years

#### Member Services

Survey membership on periodic basis to determine satisfaction  
Consider the development of smaller regional APLG groups (similar to Florida group)  
Concern about the lag in asking attendees about their satisfaction with Annual Meeting—consider feedback while at conference  
Need for effective communication—assess currency of website and number of hits

#### Leadership Development

Consider use of assessment instruments such as Proscan Institute a mentoring committee and networking at Annual Meeting

#### Strategic Planning

- Discussion of proposed vice president
- Need for continual monitoring and updating of strategic plan
- Organization and Program Value
  - Developed job descriptions for vice presidents
- Branding
  - Narrow perspective
  - Need for marketing focus—develop a tagline
- Strategic Alliances
  - Plan to engage other AAA groups and external organizations

Additional comments

- Need for sufficient volunteers to execute plan
- Need to prioritize recommendations
- Need to rework to some degree the title and responsibilities of the VP of membership as well as other VP job descriptions

6. Review agenda for Tuesday presentation at the AAA meeting
7. Remarks from outgoing President, Jim Young
8. Remarks from incoming President, Charles Davis Thank you to Jim Young
9. Adjourn

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### Proposed Changes to the APLG Bylaws Letter from APLG President, Charles Davis Please vote 1/21 to 2/1/13

Over the past 18 months, a working group of dedicated APLG members has spent numerous hours developing a new strategic plan for the section. This plan was presented to the membership at the AAA meeting in August 2012 and is available on our [website](#).

Based on the strategic plan, the working group is now proposing changes to the APLG organizational structure that will facilitate implementing the plan's strategic initiatives. As the organizational structure is set forth in the section's bylaws, we are proposing several changes to our existing bylaws to incorporate the new organizational structure.

The bulk of the changes are in Section V: Officers and Duties. Along with several new offices, the working group is proposing staggered two-year terms for most offices. This move will provide a more reasonable timeframe in which an officer can implement an initiative and will provide greater year-to-year continuity on the board.

Please take a few minutes to review the proposed bylaws [Here](#). Voting on the proposed changes will begin on January 21, 2013 and will be open until 11:59 PM on February 1, 2013.

If you have any questions about the proposed changes, please don't hesitate to contact me at [Charles\\_Davis@baylor.edu](mailto:Charles_Davis@baylor.edu).

Regards,  
Charles

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### APLG/FSA Annual Seminar February 10-13, 2013

Registration is open for the [2013 APLG/FSA Annual Seminar](#) in San Diego starting on February 10, 2013 and ending on February, 12, 2013! The planning committee has been working hard to put together an exciting and informative program. Some of the topical areas for this year's program include:

- Attracting and retaining diverse faculty
- Enabling a positive department culture
- Elevating fund raising for the department
- Forces reshaping accounting education
- Enhancing faculty research and connecting to practice
- Developing life long skills of accounting program graduates
- Elevating teaching in faculty evaluations
- Practical strategies for department chairs
- NASBA reporting of CPA exam results
- AACSB accreditation update
- Comments of American Accounting Association President, Karen Pincus
- Comments of Deloitte Chief Executive Officer, Joe Echevarria

Please visit our [website](#) for additional details about the program.

#### Register Online

To [Register Online](#) for the conference, you will need your AAA Login ID and password. If you have forgotten your Login ID and/or password, you can request this information be emailed to you by completing the [Password Request Form](#). If you do not receive an email message containing your login information, please contact the AAA Member Services Team at [info@aaahq.org](mailto:info@aaahq.org).

We would also like to make you aware of a subtle change we made to the format of the meeting last year: our Sunday morning program is now a "Practical Strategies Forum" open to all department heads. In the past, this program was known as the "New Chair's Program." The topics, however, attracted a much broader audience - including experienced chairs and graduate program directors. Although subtle, this change welcomes all of our participants to a discussion of topics that will provide immediate benefits. This year, the topics include discussions about attracting a diverse student body, best practices in assurance of learning and assessment, and visual thinking. In addition, the Sunday morning "Networking Breakfast" is open to all attendees at no additional cost.

We know that budgets are tight and travel may be limited, but we believe that the quality of our meeting, the networking opportunities, and the venue will make for an exciting several days.

I look forward to seeing you in San Diego!

Charles Davis, APLG President

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