



Board of Directors Minutes
 Hilton San Francisco Union Square
 Golden Gate 2, Lobby Level
 Saturday, August 10, 2019
 8:30 am – 5:00 pm

Board of Directors Attending	
Marc Rubin, President Terry Shevlin, President-Elect Anne Christensen, Past President Mark Taylor, Vice President-Finance Mark DeFond, Vice President-Research & Publications Steve Kaplan, Vice President-Education Tracie Miller-Nobles, Director-Focusing on Membership Wim Van der Stede, Director-Focusing on International Audrey Gramling, Director-Focusing on Segments	Elaine Mauldin, Director-Focusing on Intellectual Property and President-Elect Elect Paul Munter, Director-Focusing on Academic/Practitioner Interaction Mark Beasley, Vice President-Finance-Elect John Hepp, Director Focusing on Academic/Practitioner Interaction-Elect Mary Harris Stanford, Director-Focusing on Intellectual Property-Elect Tracey Sutherland, Executive Director
Guests & Staff Attending	
David Stott, Council Chair Cindy Durtschi, Council Chair-Elect	Julie Smith David, Chief Innovation Officer Ginger White, Chief Operating Officer Barbara Brady, Senior Director, Operations

MSC = Motion Seconded and Carried
 MSF = Motion Seconded and Failed

Minutes
<p>A. Welcome – Marc Rubin welcomed members and guests. The agenda was approved with no changes.</p> <p><i>MSC to approve the minutes of the 2019 May Strategic Board meeting.</i></p>
<p>B. Executive Director Report – Tracey Sutherland reported on the year in review. Membership is stable, our journals published a record number of pages this year, and Section meeting attendance is doing well. The Preliminary General Fund Financial results are positive. The Intensive Data and Analytics meeting had attendance of 266 participants and 72 sessions. Over 78% agreed return on investment was good to outstanding. Two AAA Professional staff attended the European Accounting Association meeting this year. Tracey and Julie Smith David attended the Society for Scholarly Publishing meeting where there was focus on platform innovations, open access, opportunities for content reuse, and diversity through regions of the world. Tracey talked about the impact factor and what leaders, authors and editors could do to increase the impact factor. Ginger White completed her term as Chair of IMA’s Global Board of Directors for the 2019-2020 fiscal year at the IMA’s Annual Meeting in San Diego and joined the AAA staff as COO. Tracey reviewed some of the events and speakers that will take place at the Annual Meeting. Tracey reported on the Impact The Future meeting that will be hosted by the Northeast Region in November. In the Fall there will be a platform migration to Allen Track Editorial Manager and a new monograph, <i>The REA Accounting Model as an Accounting and Economic Ontology</i>, by William E. McCarthy, Guido L. Geerts, and Graham Gal will be in production.</p>

C. Business Model Project – Marc Rubin reviewed objectives for discussions. He reviewed where we are at today, where do we go, and how do we get there knowing there is limited time at this meeting. There will be additional discussion in November about the financial reporting model. There was discussion of the types of possible business models, clarification of meeting margins, and policy clarification on segment margins.

MSC to reaffirm guidelines of establishing a Blended Model for Segments; a meeting margin target of 5% and a goal of making 5% on meetings overall; and establishing a policy that section leadership authority be limited to spending or making commitments only for funds on hand.

The Financial Model will be reviewed with the allocation percentages for staff time and recommendations for updating the report during October and will be approved at the November Board meeting.

A preamble for the Business Model Steering Committee will be drafted and reviewed at the November meeting.

D. Membership Committee Survey - Tracie Miller-Nobles reviewed the Membership Survey results. There was response from every section. Tracie noted that some members do not belong to any section and the committee will look into this information. On average members, belong to two sections. The results will be shared at the Segment Volunteer Leader workshop and at Council. Next steps will be to review more of the data and provide the data to section leaders.

E. Non-Tenure Track (NTT) Proposal – Steve Kaplan reported on the initial proposal submission for adding a dues category for NTT members. As a broad overview, NTT members are not research active, they are teaching active and their budgets are different.

MSC to move the Non-Tenure Track proposal to Round 2 of the process and review at the March 2020 Board meeting.

F. Section/Region Update – Audrey Gramling reported on the plan for Section Volunteer Workshop that takes place on Sunday. The agenda will review resources that are available for them during their leadership term, looking at Section websites over the next two years and sharing what the Board is working on over the next year.

G. NASBA/AICPA exposure draft – Steve Kaplan explained that a combined effort of NASBA/AICPA is aimed at evolving CPA licensure to reflect the skills and knowledge CPA's increasingly need in a technology driven marketplace. Feedback is due in August.

MSC to have the AAA Education Committee, APLG and Council Advocacy Review Committee proceed with a response for the NASBA/AICPA exposure draft.

H. Research Relevance Report – Terry Shevlin reported that the Research Relevance Task Force report is being discussed at the afternoon editor meeting. The editors have been asked to bring their ideas to the Publications meeting. Ideas were discussed about various actions that could be taken to encourage more relevant research.

I. Continuing Engagement Task Force – Anne Christensen discussed next steps with the report from the Continuing Engagement Task Force. Several options were discussed. Tracey Miller Nobles will bring this up with the Membership Advisory Committee.

J. APLG/FSA Proposal – Terry Shevlin will add the initial proposal submission form: Round 1 to the November Board agenda for further review. This proposal is to combine the APLG & FSA into a new entity as an AAA Section.

K. Global Engagement Update – Wim Van der Stede reported on focus areas for his position. Wim would like to see if the AAA can record certain sessions and have the recordings available for viewing by members who are not able to attend the Annual meeting. The AAA supports the Global Gathering each year and the Taiwan Accounting Association will be hosting a global gathering in December. Wim’s role is one of a diplomat where he is telling the AAA story and at times, ideas bubble up such as technology or lower fees for certain income levels.

L. Publications Update and Review of Publications Committee Agenda – Mark DeFond reported on the agenda for the Publications Committee. Some of the topics will be discussing the role of the Publications Committee and how the committee can help editors. The committee will discuss the information and editor packets, book review transition, and how to get visibility. There will be review of the Research Integrity policy. The migration to the editorial process is ongoing. The monograph series will have a new publication soon and there has been interest shown for a couple of additional monographs. *The Accounting Review* may increase the number of issues.

M. Financial update and review of Finance Committee Agenda – Mark Taylor discussed items that he has heard discussed at Section meetings. Mark reviewed the Finance Committee agenda.

N. Council Agenda – David Stott reviewed the Council agenda. The Council Advocacy Review Committee could send an email with the NASBA/AICPA link encouraging responses. This will be discussed at the Council Meeting. It is important to discuss the Research Relevance Task Force Report at the Council meeting.

O. Governance Topics

1. **Approval of Board Position Descriptions** – Wim Van der Stede will make suggestions for the Board descriptions that can be incorporated for next year.

MSC to approve the Board descriptions.

2. **Acceptance of the Committee Reports** – Committee members are encouraged to report to the chair any conflicts. Wim Van der Stede will submit information on being broad minded for the Outstanding Accounting Educator Award.

Acceptance of 201802019 Committee Reports (V)

- a. Deloitte Foundation Wildman Award – Diane Javrin
- b. Distinguished Contributions to Accounting Literature Award – Cristian Leuz
- c. Innovation in Accounting Education Award – Ryan Huston
- d. Lifetime Service Award – David Burgstahler
- e. Membership Advisory Committee – Nancy Nichols
- f. New Faculty Consortium Committee – Elizabeth Gordon
- g. Outstanding Accounting Educator Award – Dawn Massey

MSC to accept the Committee Reports.

Meeting adjourned at 5:00 pm.