



Board of Directors Minutes  
 Atlanta Airport Gateway Marriott  
 Atlanta, GA  
 Friday, March 16, 2018

<b>Board of Directors Attending</b>	
Anne Christensen, President Marc Rubin, President-Elect David Burgstahler, Past President Leslie Hodder, Vice President-Finance Mark H. Taylor, Vice President-Finance-Elect Steve Kaplan, Vice President-Education	Tracie Miller Nobles, Director-Focusing on Membership Wim A. Van der Stede, Director-Focusing on International Patricia Poli, Director-Focusing on Segments Elaine Mauldin, Director-Focusing on Intellectual Property Paul Munter, Director-Focusing on Academic/Practitioner Interaction Tracey Sutherland, Executive Director
<b>Guests &amp; Staff Attending</b>	
Markus Ahrens, Council Chair	Julie Smith David, Chief Innovation Officer Susan Crosson, Director, Center for Advancing Accounting Education Barbara Brady, Director, Operations
<b>Board of Directors Unable to Attend</b>	
Terry Shevlin, Vice President-Research & Publications	

**MSC = Motion Seconded and Carried**

**MSF = Motion Seconded and Failed**

**Minutes**

**Welcome** – Anne Christensen welcomed members to the meeting. The agenda was approved with no changes.

**MSC to approve the minutes of the 2018 November Board Meeting.**

**Executive Director’s Report** -Tracey Sutherland reported this is the time of year when strategy comes into play. The report focused on three pillars – Membership, Meetings, and Publications and how they’ve grown and changed over 15 years. Tracey reported that membership is already where we were last year at this same time. Communication to members and Governance (Management Team and Council) meetings have increased in number. The Management Team now populates the AAA committees, whereas years ago the President-Elect had to populate all AAA committees. Council is now responsible for populating the AAA Award committees. AAA Professional staff support member leaders with communication, scheduling meetings, activities and maintaining web site content. The Annual Meeting has more attendees, 35-40 concurrent sessions compared to the previous 17 concurrent sessions and additional activities. The Management Team develops the Annual Meeting theme and identifies potential speakers. The AAA Professional staff supports the submission system, liaisons, website, program, mobile app, contracts, registration and onsite services. Segment meetings have grown since 2001 from 13 meetings to 23 meetings. The number of journal pages has doubled over time. There are AAA Professional staff editorial assistants assigned to all editors and they support the online platform for submissions and production. They work with strategic partners to typeset articles, print and mail issues and receive legal advice. Editors now focus on evaluating articles and editorial decisions, and they use the system to update status, send messages, and trigger next steps for articles. Ethics policies, research of integrity situations, and growing the visibility of the collection have been additional activities that members, AAA Professional staff and outside experts have worked on. Tracey reported on attendance at the 2017 Accounting PhD Rookie Recruiting & Research Camp. Tracey gave a Headquarters and AAA Professional staff update.

**Finance** – Leslie Hodder and Julie Smith David explained that a 2 phase process was used this year for the budget. Procedural issues have been resolved and reporting is on track. Phase 1 of the budget process included having a Finance Committee webinar where they reviewed and recommended Phase 1 decisions. Phase 1 decisions include Membership dues approval that are voted on at the Spring Council meeting. Phase 2 will include a Finance Committee meeting with review and recommendations for the budget. The final budget will be approved at the May Strategic Retreat. Advantages and disadvantages of this process were discussed and will be reviewed in the fall.

***MSC to approve the recommendation to increase member dues.***

Recommendations from the Finance Committee on the Annual Meeting registration fees were to keep the registration fees the same and consider charging for the Tuesday and Wednesday AAA lunch tickets. The Publications recommendations from the Finance Committee were to increase the subscription rates for *The Accounting Review* by 10% and *Accounting Horizons* and *Issues in Accounting Education* would be raised by 5% each. These decisions will be made at the Sunday Board meeting.

**Segments** – Pat Poli reported on the Bylaws project and gave the timeline to finalize the revisions.

**Publications** – Terry Shevlin discussed the process for choosing the next *Issues in Accounting Education* editor.

***MSC to support the recommendation from the Publications Committee to ask Elizabeth Almer to be the incoming editor for Issues in Accounting Education.***

The Academy of Accounting Historians have agreed to take on the role of writing Memorials. They will appoint a small committee and the memorials will be published in *Accounting Horizons*. The Memorials will also be posted in the *Accounting Education News* and posted on the In Memoriam page on the AAA Website.

***MSC to support the plan for the Academy of Accounting Historians to write Memorials and have them published in the Accounting Horizons, Accounting Education News and posted on the AAA Website.***

Terry Shevlin discussed academic book reviews and which journal they should be published in going forward.

***MSC moved to publish academic book reviews in Accounting Horizons.***

Elaine Mauldin reported on the Kudos project.

**Council** – Marcus Ahrens reviewed the Council agenda and planned activities were discussed. It was noted that more of an overview be given to Council members in the material they are sent before the meeting on how a member is nominated for the AAA Nominations Committee and what the requirements are for the process.

**Sustainability Mindset Task Force update** – Anne gave an overview of the prioritization process when proposal forms are submitted. Stage 1 and Stage 2 forms were reviewed along with the Impact Criteria Valuation guidelines. Examples of how projects would be tracked was reviewed. Actual examples of projects were reviewed using the Proposal forms. There was discussion on what the Strategy Task Force would look like and who would be on it.

**The meeting recessed at 4:45 pm.**

**Minutes (continued)**  
**Sunday, March 18, 2018**

Anne Christensen reconvened the meeting at 8:30 am. A quorum was present.

**Council follow-up** – the activities of the Council meeting were discussed.

**Audit Committee update** - Paul Munter reported that the Audit will be on the same timeline with a kickoff in May and meeting in September.

**Finance** – Leslie Hodder reviewed the budget decisions that had to be made for the 2018-2019 Phase One budget.

***MSC to approve the 2018-2019 membership dues increase.***

***MSC to approve the 2019 subscription price increase.***

***MSC to approve the recommendation to not increase the 2018 Annual Meeting Registration fee and to charge \$25 for the Tuesday and Wednesday AAA lunch tickets.***

Discussion of the project proposals and taking them into stage 2 analysis so decisions on the projects can be made at the May Strategic Retreat.

***MSC to move the following projects forward to Stage 2: Platform for Publishing, Business Model and Fundraising.***

**Tenant** – the lease letter of intent was reviewed and discussed.

***MSC for Tracey to move forward and if there are concerns to direct them to the Management Team.***

**Governance**

**International Council Member-at-Large** – the nominees were reviewed and the election of International Council Member-at-Large will be held by electronic vote after the Board Meeting.

**Outstanding Service Award** – the Board was reminded that the identification of awardees will take place at the May Strategic Meeting.

**Acceptance of Committee Reports** – the following committee reports were submitted:

- a. *Accounting Horizons* Steering Committee – Dana Hermanson, Chair
- b. COSO Committee Report – Doug Prawitt, Chair
- c. *Issues in Accounting Education* Steering Committee – Bill Pasewark, Chair

***MSC to accept the submitted Committee Reports.***

The meeting adjourned at 11:30 am.