



Council Meeting Minutes
 The Adolphus, Autograph Collection
 Sam Rayburn Room
 Saturday, March 23, 2019
 8:30 am-5:00 pm

Council Members Attending		
Board of Directors Marc Rubin, President Terry Shevlin, President-Elect Anne Christensen, Past President Mark H. Taylor – Vice President – Finance Steve Kaplan, Vice President– Education Tracie Miller Nobles, Director–Focusing on Membership Wim A. Van der Stede, Director–Focusing on International Elaine Mauldin, Director–Focusing on Intellectual Property Audrey Gramling, Director–Focusing on Segments Paul Munter, Director–Focusing on Academic/Practitioner Interaction Tracey Sutherland, Executive Director	Council Officers David Stott, Chair Cindy Durtschi, Chair-Elect Markus Ahrens, Past Chair International Members-at-Large Ana Marques Sanjay Kallapur Region Representatives Ramesh Narasimhan, Mid-Atlantic Natalie Churyk, Midwest Mary Kay Copeland, Northeast (<i>alt.</i>) Amal Said, Ohio Eric Bostwick, Southeast	Section Representatives Dale Flesher, AAH Kathy Rupar, ABO Mary Curtis, AIS Carolyn S. Norman, APLG Nancy Nichols, ATA Randy Elder, AUD Dahlia Robinson, DIV Brian Bushee, FARS Cindy Durtschi, FAS D. Larry Crumbley, GIWB Linda Parsons, GNP Mahendra Gujarathi, IAS Monte Swain, MAS Charles Cullinan, PI Brigitte Muehlmann, SET Bambi Hora, TLC Cathy Scott, TYC
Guests & Staff Attending		
Julie Smith David, Chief Innovation Officer Susan Rucker, formerly KPMG (non-profit expert)	Barbara Brady, Director, Operations Nancy Maciag, Executive and Board Services Manager	
Council Members Not Attending		
Mark DeFond, Vice President–Research & Publications Yvette Lazdowski, Northeast David DeBoskey, Western Mary Fischer, Southwest		

Meeting Minutes

MSC = Motion, Seconded, Carried

MSF = Motion, Seconded, Failed

A. Welcome – Council Chair David Stott welcomed everyone to the March 2019 Council Meeting in Dallas, TX. The agenda was reviewed with no comments or questions.

MSC to approve the November 2018 Council Meeting minutes.

B. Executive Director's Report – Tracey Sutherland presented a report that stressed the theme of “Stronger Together” and what we need to be anticipating as things continue to change and emerge over time. The Board of Director (BOD) election is currently open and will close on April 1st. New this year was ballots by petition for two of the BOD positions, which resulted in the development of a voting policy. Section elections are also going on for officer positions, which will be done in two election cycles for all seventeen sections. Voting will be completed by the end of May. The AAA has two new staff members: Helene Taylor, Administrative Support Coordinator, who started in February, and Ginger White, Chief Operations Officer, who will be starting on May 1st. The AAA will have a presence at the European Accounting Association Meeting this summer with two staff attending the meeting to advance the presence of the AAA journal collection. Segment meetings show a pattern of growth overall with seven meetings that had higher attendance this year than last, and two that had record-breaking attendance. Chief Innovation Officer Julie Smith David discussed the meeting finances and showed where the various meeting expenses are charged (Sections vs. General Fund). Julie also talked about Publications and the differences in AAA vs Section investments. Tracey mentioned that a new monograph was planned to be released written by William McCarthy, Guido Geerts, and Graham Gal. Tracey also discussed The Data & Analytics II Conference in June and that the number of registrants was increased this year due to the success of the first conference.

C. Sustainability Mindset: Impact – Tracie Miller Nobles, Nancy Nichols, and Audrey Gramling led an activity with Council to get input on a survey that the Membership Advisory Committee is planning to send to new members of the AAA. The purpose of the survey is to gain insight as to what drives people to become members of the AAA and remain loyal members, what do they value from their membership, what are their professional needs? Council used the Sustainability Mindset matrix to score the impact of activities and services offered by the AAA to examine not only the current services, but potential services/items for members that would be of value. Tracie, Nancy and Audrey stated that Council's feedback, as well as Segment Leadership input, will be used to improve the current draft survey.

D. 2019-2020 Council Chair-Elect Discussion – David Stott reviewed the roles and responsibilities of the Council Chair position for the 2019-2020 Council Chair-Elect election. There was a brief discussion from the floor on the three candidates – Natalie Churyk, Nancy Nichols, and Cathy Scott. Voting to be done via electronic ballot following the March Council Meeting.

Note: Following the March Council Meeting, the vote took place and Nancy Nichols was elected and accepted the position as Council Chair-Elect for 2019-2020.

E. 2019-2020 Nominations Committee Discussion – David Stott and Tracey Sutherland discussed the importance of the AAA Nominations Committee. David mentioned the names of the thirteen nominees for the 2019-2020 AAA Nominations Committee. The voting will take place via electronic ballot following the March Council Meeting.

Note: Following the March Council Meeting, the vote took place. The following five members were elected and have accepted the positions on the Nominations Committee: Margaret Christ, Pat Poli, Scott Showalter, Jay Thibodeaux, and Wendy Tietz.

F. Centers update – Julie Smith David gave an update on the activities of the Center for Advancing Accounting Education. Julie explained that Susan Crosson, as the Center Director, looks at what are the hot topics that are affecting the academy. As a result, we have been able to offer workshops and conferences such as Accounting /S Big Data, and the Intensive Data & Analytics workshop. Registration is currently open for the Intensive Data & Analytics II Workshop to be held this June 10-13 in Orlando, FL. Susan continues to look at curriculum and the changes affecting the academy for future offerings.

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G. Financial matters – Mark Taylor presented an overview of the budget process and the work of the Finance Committee and how it relates to Council's role in approving the membership dues for the 2019-2020 membership year. The Finance Committee recommended that for 2019-2020, dues for Full Members be \$345, Students \$100, Two-Year College \$90, and Life Members \$60.

MSC to approve the 2019-2020 AAA Membership dues.

H. Sustainability Mindset: Profitability & Strategic Initiatives for the future – Marc Rubin and David Stott led Council in an activity to examine how the AAA can address changes impacting the academy and the accounting profession, as well as what Sections can do to consider raising revenue/reduce costs. Groups worked in brainstorming ideas that were captured and will be given to a Business Model Task Force that will be formed to analyze the suggestions. Council was asked to suggest names of people to serve on the Task Force.

I. Annual Meeting update – Marc Rubin gave an overview of the 2019 Annual Meeting and the speakers to be featured at the plenaries and lunches. Monday's plenary will feature Goldie Blumenstyk, as well as the AAA/J. Michael and Mary Anne Cook/Deloitte Foundation Prize presentation. Tuesday's plenary will feature Presidential Scholar Erik Brynjolfsson, and the Accounting Hall of Fame inductions. The Tuesday lunch will feature Dr. Bertice Berry. Wednesday's plenary will feature Daniel Newman, while Terry Shevlin will be the Lunch speaker.

Tracey led Council in a discussion on the awards presentations and acceptance speeches as some award recipients are given time to speak, while others are not. Council agreed that it would be okay to forego acceptance speeches and look at alternatives such as videotaping comments from the winners or capturing comments to play on slides in the Exhibit Hall.

Council members were given the chance to win a book written by one of our Annual Meeting speakers. The three books were won by Randy Elder, Markus Ahrens, and Bambi Hora.

J. Wrap Up – David Stott reminded Council of the upcoming April 23rd webinar, which will be recorded for those who cannot attend. He also reminded Council to watch for the election emails for the Council Chair-Elect and AAA Nominations Committee Elections that would be sent on Monday, March 25th.

The meeting adjourned at 5:09 pm.