



**American
Accounting
Association**

Board of Directors Agenda
 Hilton San Francisco Union Square
 Golden Gate 3
 Friday, November 2, 2018
 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 Steve Kaplan, Vice President-Education Mark DeFond, Vice President-Research and Publications	Tracie Miller-Nobles, Director-Focusing on Membership Elaine Mauldin, Director-Focusing on Intellectual Property Paul Munter, Director-Focusing on Academic/Practitioner Interaction Audrey Gramling, Director-Focusing on Segments Tracey Sutherland, Executive Director
Board of Directors Not Attending	
Wim Van der Stede, Director-Focusing on International	
Guests & Staff Attending	
David Stott, Council Chair Susan Rucker, formerly KPMG (non-profit expert) Julie Smith David, Chief Innovation Officer	Susan Crosson, Director, Center for Advancing Accounting Education Barbara Brady, Director, Operations

MSC = Motion Seconded and Carried

MSF = Motion Seconded and Failed

Minutes
A. Welcome – Marc Rubin welcomed members and guests to the meeting. The agenda was approved with no changes.
<i>MSC to approve the minutes of the 2018 August Board meeting.</i>
B. Executive Director’s Report – Tracey Sutherland reported on the three core activities of Membership, Publications, and Meetings. Membership continues to be stable. The journals enhance the collection as a whole. Tracey spoke of the member value of the Annual Meeting. There was discussion on how will the AAA ensure the future through financial sustainability.
C. AAA Business Model Project – Susan Rucker and Julie Smith David reviewed the foundation of the Sustainability Mindset framework and how the Association’s programs are plotted upon their profitability and their impact. The Vision and Mission were reviewed. Last year the New Activity Process was approved and this year the Board will focus on the Financial Model. Our mission is a high service level to constituents. Membership numbers, meeting costs, and publication revenues were discussed. High level milestones, deliverables and decisions were reviewed. There was a discussion about understanding how Key Performance Indicators (KPIs) can help drive how to structure financial reporting, dashboards, and accountability reports. Examples were given on the importance of thinking about financial levers. The project will be approached by understanding the context through the external environment, competitive evaluation, and internal evaluation. There were discussions on the type of reporting that should be used going forward, the percentage of profit margin, understanding the risks and limitations, and defining next steps.

Minutes

D. Governance – Tracey Sutherland reported on the AAA Nominations Committee meeting. The nominees not selected have been told. Tracey reported that she has been notified there will be candidates by petition. The timeline was discussed and the nominations made by petition will be announced on or about January 14th. Tracey will draft a Board of Director Election Voting policy for the Board to approve. It was also discussed for the future that the Association may want to ask candidates to make a statement that could be limited to 250 words instead of posting bios.

MSC – to approve the Election timeline

E. Council Meeting Agenda and Planning – David Stott reviewed the Council meeting agenda.

The meeting recessed at 5:00 pm.

Minutes (continued) Sunday, November 4, 2018

Marc Rubin reconvened the meeting at 8:30 am. A quorum was present.

F. Reflections from the Council meeting – the activities of the Council meeting were discussed. There will be a one page summary added to the Treasurer’s Guidebook and additional suggestions were made to add a list of items that are in the general fund. This is the first version of the guidebook and it will be updated as needed.

MSC – to approve the Treasurer’s Guidebook.

G. Business Meeting Webinar Follow-up – Tracey Sutherland reported on the Business Meeting webinar that was held in October.

MSC – to continue to have the Business Meeting via webinar.

H. Accounting Horizons and Academy of Accounting Historians Process - Terry Shevlin reviewed the process for publishing memorials in *Accounting Horizons*.

MSC – to accept the Accounting Horizons and Academy of Accounting Historians Process

I. Finance

1. Audit Committee Charter – Paul Munter reviewed the revisions to the Audit Committee Charter and explained that the changes clearly articulate the responsibilities.

MSC – to accept the revised Audit Committee Charter.

2. Finance Committee Charge – Mark Taylor reviewed the changes to the Finance Committee charge.

MSC – to accept the revisions to the Finance Committee Charge.

3. Confirm the budget process – Mark Taylor proposed that the Phase 1 and Phase 2 budget process be approved.

MSC – to accept Phase 1 and Phase 2 of the budget process.

Minutes (continued)

J. Accounting Hall of Fame Guidelines and Structure – Marc Rubin reviewed the recommendations from the Accounting Hall of Fame Committee. Going forward there may be additional changes. Additional consideration will be given for the voting mechanism.

MSC – to accept the Accounting Hall of Fame Guidelines and Structure.

K. Kudos update – Elaine Mauldin gave an update on the Kudos project. There is still additional work to be done with the project and it will be reviewed in the future.

L. Other Business – Tracey Sutherland reported that the COO Search is underway. The nominations made by the AAA Nominations Committee for the 2019-2020 Board of Directors were announced. Tracey gave an update on the tenant, Pumps Fitness. A charge for the Business Model Task Force will be circulated before their work begins.

The meeting adjourned at 11:00 am.