



## AASHE Board of Directors Meeting

Friday, May 18, 2018  
14:00 – 15:30 ET

### Meeting Minutes - Approved

**Attendance (X – present; R – regrets; A - absent):**

**Board**

x	Richard Miller – Chair
x	Trina Innes – Vice Chair
x	Ben Champion - Secretary
x	KyuJung Whang- Treasurer
x	Jay Antle
A	Guilbert Brown
x	Monica Dean
A	Cathy Dove

x	Ann Erhardt
x	Jenny Hirsch
x	Ben Jarrett
x	Cindy Klein-Banai
x	David Phillips
A	Charles Richardson
x	Meghna Tare

**Management & Guests**

x	Meghan Fay Zahniser (Executive Director)
x	Jessica Chase (Director Membership & Marketing)

x	Allison Jones (Director of Finance & Admin)

**1. Call to Order**

- Determination of Quorum – Quorum Met – 10 in attendance at time of call to order

**2. Consent Agenda**

- March 2018 Board Meeting Minutes
- April 2018 Executive Committee Minutes
- Today’s Meeting Agenda

**MOTION: Motion to Approve Consent Agenda**

Moved by: Ann Erhardt

Seconded by: KyuJung Whang

Motion Carried

### 3. Organizational Update

- Executive Director Report – PowerPoint shown that was also in meeting packet
  - March retreat summary
    - Strategic plan
    - Partnerships
    - Business partnerships is a priority
    - Future of AASHE – referenced “project bold”
      - a. Business relationships
      - b. Engagement
      - c. Broaden AASHE’s partnerships
  - First quarter 2018 highlights
    - Membership numbers down
    - Membership count has been declining since 2011
    - May is tracking ahead of anticipated numbers
    - Campus retention tracking well
    - Business retention & recruitment need to improve and are making efforts now
    - Conference exhibitors & sponsors are tracking ahead of budget
    - STARS activity is very active in first quarter
  - Forecasting
    - Cathy had posed question at retreat – where do we think we will be in 3 years?
      - a. Referenced strategic plan and goals
      - b. ED reported on anticipated results in 3 years
      - c. ED reported some hurdles to achieving goals and how to overcome them
        - i. Modest dues increase
        - ii. Communication and engagement strategies
        - iii. Look for additional sources of funding
        - iv. New hire in membership starting next week to focus on recruitment
  - Key updates on strategic plan
    - Increased communication strategies
    - Increased presence at events
    - Increased engagement of campus stakeholders
    - Launched online community for members
    - Created conference scholarship program
    - Applied for UNESCO award and funding from foundations in Pittsburgh
- Comments & questions on updates:
  - Asked about article in Chronicle of Higher Ed
  - Do you have a sense of impact on sustainability in higher ed in 3 years?
  - Will discuss this at the staff retreat
- Request for Decision:
  - Business Membership Restructuring Proposal (included in board packet) – Jessica Chase presentation and background

- Was presented to Board in March retreat
- If approved, plan to roll out new structure within a year
- Comments & questions on this proposal:
  - What would the new structure do to our finances?
  - Presented 3 scenarios and all would have a positive impact on our budget
  - Discussed roll out and billing – would make changes to new business members immediately.
  - Communicate now for existing members - starting in 2019 dues would reflect new rate
  - Some concerns about forcing business members to go into a certain level – a business of any size can choose to be an affiliate or leader level and dues are based on revenue level.
  - Is what we are proposing an anomaly? Should we be using revenue to base the dues structure?

**MOTION: Motion to Approve Business Membership Proposal**

Moved by: Cindy Klein-Banai

Seconded by: David Phillips

Motion Carried

- Request for Feedback not a decision – Jessica Chase presentation
  - Dues increase policies (included in board packet)
    - Sent out survey to Advisory Council and generally were in favor of this approach
    - Nominal and consistent incremental is good but may want to consider whatever jump we need first and then do incremental after
    - Is there a way to find out if there is a way to use the honor system and have those who are doing better to pay more?
    - It is difficult to call for a vote each time an increase is made. Best way to do this is to approve a policy instead.
    - Last increase we had was a long time ago
    - Simplify it and choose an increase and the amount you are talking about is nominal. Some cases charging more will increase perceived value of aashe.
    - Suggest not doing annually but do an increase every 4-6 years
    - From a financial perspective we don't need to increase dues at this time
    - Support nominal dues increase on a periodic basis
    - In general, everyone is supportive
    - Will submit a more detailed proposal to board in August for approval to incorporate in 2019 budget (have to send 2019 renewals in September 2018)

**4. Ongoing Board Business**

- Committee Updates
  - Governance
    - Distributed annual plan of work
    - Drafting of governance manual

- Preparing for board officer and member elections
- Will assign leads to roles to the plan of work. only received one response thus far
- We don't have a lot of records of past policies that have been approved. Wants to lock in the policies in the manual – they have been approved by the board
- Will reach out to current officers to see if they are interested in staying on the board
- Kyu is not running again for treasurer
- Secretary position is one year term and can be reappointed and are working on that one as well.
- We need to confirm our board officers by August. We will be doing an electronic ballot over the summer. Will be looking for treasurer, vice chair for sure and maybe chair.
- Trina will be talking with Executive Committee about her current situation
- Electronic ballot for board member elections is usually in July.
- Governance committee will have additional meetings over the summer to confirm the process.

**MOTION: Confirmation of the policies in Draft Governance Manual currently identified and in use**

Moved by: Trina Innes

Seconded by: Ben Champion

Motion Carried

- Finance
  - Referenced multi-year financial summary sent out along with conference multi-year summary
  - Still showing healthy reserve on balance sheet that exceeds our mandated amount
  - Declining revenues in membership is only real concern and board needs to take note of
  - Steady period of decline since 2011 other than one year bump in 2015 in membership revenue
  - Financially we are doing fine
  - Is there a way to do an analysis on declining membership? Is it the political climate?
  - Boils down to value proposition for why people join – what is the next big thing we can offer our membership?
- Audit
  - 990 has been filed and audited financial statements are finalized

## 5. Closing Round

- Chair's Report
  - Has been a good meeting and I think we are on track
  - Implementing some of the ideas we have discuss at the retreat
- Questions

- None

**6. Adjournment – 15:35 pm**