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:
     o Asked about article in Chronicle of Higher Ed
     o Do you have a sense of impact on sustainability in higher ed in 3 years?
     o Will discuss this at the staff retreat
   - Request for Decision:
     o 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
6. Adjournment – 15:35 pm

- None