

**ACAO Board of Directors Meeting**  
**August 10, 2016**  
**2:00PM EDT**

**Minutes**

**Attending Laura Niesen de Abruna, Martha Potvin, BJ Reed, Dori Helms, Barbara Lyman, Roderick Nairn, Connie Johnson, Carol Parker, April Mason, Michaela Whelan, Rick Miranda, Steve Miles, Paul Starkey**

**ACE Representative: Jim Sirianni**

**ACAO Representative:** Theresa Gibbon

**Meeting Minutes**

**Wednesday, August 10**

Laura begins the meeting by introducing Connie Johnson as a new board member and Chair of the Communications Chair.

Action Items:

- Approve the minutes from 07/01/2016 – No corrections or additions – Motion to pass is approved.
- Approve AMC Source agreement – Laura and Theresa provide a brief explanation regarding the process followed verifying that the contract was reviewed by an attorney. Jim Sirianni concurs that it is also his understanding that the original AMC Source contract underwent attorney review.
- Review of insurance coverage and indemnification coverage. – Laura relates the conversation with the insurance representative who assured her that appropriate ACAO liability coverage is in place. General liability for ACAO individuals and board members was also verified.

Roderick Nairn expresses his appreciation for the follow-up. Laura indicates that the AMC Source contract and insurance policy will both be signed and renewed.

- Bill and Melinda Gates Foundation update – Laura provides a brief review of the ongoing development of a project between the Gates Foundation and ACAO before continuing to explain that ACAO received a request to submit a grant. Next

steps need to be clarified and it is anticipated that a meeting in Seattle is appropriate.

Connie Johnson shares that she has worked with a different group at the Gates Foundation. Connie and Laura agree that a conversation between the two of them is in order. Connie indicates that she will follow up with Laura in a call in the next several days to discuss her experience.

- 2017 Annual Meeting Programming – BJ reviews the three main ideas that came from the Summer Retreat and comments that ACAO needs to work collectively with Jim Sirianni and ACE to populate the panels. Jim indicates that he will suggest this approach to the planning committee and again throughout the selection of participants. Jim Sirianni expressed his thanks that the ACAO board worked to contribute well thought out ideas regarding programming for the annual meeting. Jim indicates that he has an ACE meeting scheduled during which he will present ACAO's ideas. BJ Reed indicates that upon ACE's approval of the initial topics, descriptions of the panels, goals and participants need to be fleshed out with ACAO's inclusion in the process.

Jim Sirianni indicated that specific speakers are not yet selected but that it was timely that this be addressed now.

BJ requested suggestions or ideas for speakers for these topics be sent to Jim, BJ with a CC to Laura & Theresa.

Jim speaks for a bit regarding the ACE Institute for New Chief Academic Officers and the topics to be covered within it for the new CAO. He welcomes the suggestions and feedback from ACAO board and members.

- Strategic Plan – April Mason, Kevin Carman, Martha Potvin – April reviews the new draft explaining that the new language reflects an active approach; to support, expand and conduct.

April highlights the changes in the plan where numeric values being added to goals was inappropriate and consequently removed. She explains that ACAO is a membership of institutions, not individuals, and how this detail influences the language of ACAO's diversification goals. She comments on the need to develop and maintain an operations manual; to develop a connection to the ACE Fellows program and to participate more actively with ACE in the Institute of New Chief Academic Officers.

Martha Potvin speaks to the changes which sharpen the vision. BJ expressed his satisfaction with the changes and approval of removing the goal metrics. Michaela

Whelan speaks to the topic of expanding International Membership and the Global Reach of ACAO. She continues by addressing the issue of having a board which reflects the diversity of the schools – all sectors of higher education. April responds that ACAO is institutionally based in terms of its membership. Michaela responds that the board should reflect the diversity of higher education institutions because it values the diversity of experiences. If the goal is to represent all these schools and engage all sectors – the current plan is not addressing this goal. April indicates that something needs to be added to have the board represent the international and multiplicity of sectors. Michaela mentions specifically 2 year schools and other programs. Martha suggests this addition be placed under Goal #1. Dori comments that she would like to see the plan move beyond writing the plan – that she would like to see movement regarding how to actually operationalize the plan. What is ACAO going to actually do? What is the tactical back up to the plan? Martha indicates that the plan that is on the public facing part of the website needs to be clean, crisp and accessible. April adds that Dori is correct and this operationalization of the strategic plan needs to be addressed. April agrees to revise the diversification language before forwarding to Theresa for publication on the ACAO website.

**ACTION: Add to agenda for next meeting. Which parts will we actually begin to work on.**

- Communications Committee – Connie Johnson – Expresses that she has a great team and works in communications in a technical/virtual means. She begins her report by indicating that there are three main areas she wishes to address:
  1. What is the goal of the website? Is it to attract membership, promote the work of ACAO, communicate to members? The goal influences content, navigation, look and feel etc.

Carol Parker responds with a marketing plan – decisions around these tools will influence the roles of marketing/membership. Laura indicates that maintain and grow membership is critical. Then name recognition of the organization.

2. The issue of public listserve v a listserve that has to be held private. Laura indicates that the listserv is still not working the way we would like it to at this point. Laura asks the communications committee to come up with some proposals.
3. Newsletter – Tie in the newsletter to the website. Laura asks for suggestions from Connie's group. It is agreed that efforts of the Communications Committee are tied to marketing and membership. It is further agreed that follow up with Chaouki Abdallah and the membership committee is necessary.

- Nominating – April Mason
  - Review and address current nomination process for new board members – Laura asks April to review the current procedure to replace existing board members when members leave for a variety of reasons. April suggests that getting the nominating committee to generate names and then in March, add more members than needed at the annual meeting. Have enough set for the year so that as members leave, there are back ups ready to go. Laura indicates that April’s plan is fair and equitable. The board responds in favor of general approval of the construct. The board discusses possible names for nomination that would engage different sectors.
  
- ACUE update –Theresa confirms that any board member interested in the ACUE product will be contacting ACUE directly. She agrees to relate this information to ACUE.
  
- Committee Reports:
  - Membership - Carol Parker explains Chaouki’s intent to be more proactive in a plan to solicit new members. – Laura recommends and it is agreed that a call between the Communications Chair, Connie Johnson, and the Membership Chair, Chaouki Abdallah, is a good next step.
  
  - By-Laws – Wendy Wilkins – No report at this time.

Adjournment.