

ACAO

Attending: Laura Niesen de Abruna, Martha Potvin, B. J. Reed, Dori Helms, Barbara Lyman, Roderick Nairn, Connie Johnson, Carol Parker, April Mason, Michaela Whelan, Rick Miranda, Steve Miles, Paul Starkey, Chaouki Abdallah, Kevin Carmen, Risa Palm

ACE Representative: Jim Sirianni

ACAO Representative: Theresa Gibbon

Wednesday, September 28

3:00PM EDT

Meeting Minutes

- The meeting began with the review of the minutes of the August 10, 2016 meeting. Laura indicated that there was a correction needed on page 10 of the existing minutes regarding the wording describing the status of the Gates Foundation grant. She explained that the Gates Foundation has invited ACAO to submit a grant proposal, and that she would provide more details regarding this later in the meeting. Pending a correction to this wording, she called for a motion to approve the minutes. Laura made a motion to approve the minutes, and it was seconded by Martha Potvin.
- Completed: Renewal of ACAO's membership at ACE –Laura commented that the renewal is routine and it has been completed.

Reports and Updates

- Bill and Melinda Gates Foundation –Laura spent a few minutes providing an overview of the project and proposal. She explained that upon receiving the invitation to write a grant for the Gates Foundation, she completed that writing and submitted it for review. The Gates Foundation has since contacted her, notifying her of some required revisions. She is currently working on these revisions and will be resubmitting the grant.

April Mason expressed her thanks to Laura for investing time and effort in writing this grant and asked to see a copy for her own information. Several other board members echoed this interest in seeing a copy, and it was decided that a copy would be sent to the entire board for informational purposes once the revisions had been made.

- Programming Committee Report: 2017 ACE Annual Meeting Programming - Jim Sirianni began by reminding the board that B. J. Reed is currently traveling out of the country and unable to be present for this report. Jim indicated that B. J. has been very helpful and a pleasure to work with on this project. Jim went on to explain that the three topics that have been suggested by ACAO for inclusion at the ACE Annual Meeting are in the final stages of approval, and that he is confident they will be on the program. These three topics are:

- 1) **Dealing with difficult faculty:** Jim described the proposed format of this session to be “Leader to Leader.” He explained that this means that two respected leaders appear on a single platform to discuss workable strategies, sharing helpful ideas and approaches, identifying root causes of issues, determining when to involve human resources, and when to pacify the faculty. Jim asked the board to provide further feedback to him either directly to his email or via Theresa.
- 2) **Effective fundraising for CAOs:** Jim explained that although it is expected for the audience to be primarily CAOs, there will be a heterogeneous mix, and ACE wants a topic that will appeal to a large audience. For this session, the format will be a single thought leader providing direction and facilitation. Jim pointed out that active learning is still planned. He described some areas of focus as: How to get up to speed in fundraising; how to persuasively communicate your needs; identifying good approaches; creating champions for academic projects; and engaging donors in a productive way.
- 3) **Engaging in faculty in recruitment/retention/enrollment management strategy:** Jim explained that this session will cover the entire student life cycle: pre-enrollment through coursework to graduation. The format for this session will be a panel with one enrollment expert managing the panel and several CAOs on the panel. Jim described the session as focused on clear, actionable takeaways.

April asked if this session will cover both undergraduate and graduate students. Jim responded yes. He reminded the board that he welcomes comments and feedback.

Laura thanked Jim for his work and confirmed that he would move forward with identifying and inviting the panel members. Jim responded that yes he would be handling this next step.

Kevin Carmen suggested expertise from CASE might be valuable.

Upon completion of the Programming Committee report, Laura confirmed the date and time of the ACAO Board Meeting as Saturday, March 11, 2017 from 3:00 p.m. – 5:00 p.m. The Business Meeting will take place on Sunday, March 11, 2017 from 8:45 a.m. – 9:30 a.m. in the Shaw & LeDroit Park Room. That meeting will be preceded by a breakfast sponsored by ACAO for \$7,500.00.

Laura asked for feedback from the board regarding whether or not it is a good idea for ACAO to sponsor the breakfast again this year. April indicated that increased visibility for the organization is important, and that sponsoring the breakfast is a good idea to achieve this visibility. Several comments from the Board agreed with this view, and it was decided that ACAO would proceed with the breakfast sponsorship.

Marketing/Promotional Emails – Theresa asked if there was a plan or schedule for the creation

of marketing and promotional emails to be sent to both member and non-member CAOs. Jim indicated he has a list of all the CAOs who have registered for the ACE Annual Meeting to whom he will send marketing notifications. Jim said that he will advocate to Chief Academic Officers on behalf of ACAO. Discussion ensued regarding the frequency of notifications to go to the ACAO membership and that these notifications could provide an alert to the value of the ACAO organization. It was decided that Laura and Theresa will put together a strategy and then connect with Jim regarding sending messages out to the list Jim has in addition to our current ACAO membership list.

- Communications Committee and Membership Committee joint report: Connie Johnson and Chaouki Abdallah - Membership recruiting strategy. Connie began by explaining that she has a VP of Marketing on her staff who is an expert in digital marketing. She related the details of the meeting between her, Melissa, and Chaouki during which they visited the ACAO website and discussed how to use a website to reach the goals of its owner, specifically in regard to website communication and management. Connie referred to a list of questions that was generated during this meeting. Chouki indicated that they are presenting these questions to the board for their feedback and direction. Discussion ensued regarding the need to determine the goals of the ACAO website, the technical capabilities and restrictions regarding access to the site's back end. Connie explained that she understood that access is limited due to proprietary reasons and that we will need to work within those restrictions. Connie then took a moment to review the questions one by one and discussion ensued regarding:

1. Is there a discussion board available to members, and if not do we want one?
2. Google analytics – how many folks are visiting, what are they looking at, and for how long?

Connie opened the discussion up to the board for feedback and suggestions regarding how the board wants to see the website being used. Micheala commented that having google analytics is a good idea. A comment was made that the site needs to make the services we offer more visible. It was agreed that Theresa will activate google analytics and gather the data for reporting. Chaouki asked for board approval to work on digital marketing with Melissa and Theresa, and he also asked whether or not Melissa would need to be reimbursed. April commented that if it is determined that we need to pay someone to do digital marketing then we can be open to that idea. It was agreed that the board needs to provide content and policy, and that Theresa will execute it.

Discussion continued regarding using the website to network with other CAOs, the presence of a gated conversation portal, and the use of a discussion board on the website. It was decided that Theresa will send out the web management questions to the board again for further consideration. Connie clarified that Melissa would like to work with the group as a volunteer during these early stages. Theresa commented that the board needs to be aware of the timing and usefulness of the website with regard to the annual membership renewal drive.

- Listserv: Need for steady stream of topics. – Theresa explained that she depends on the board to send her relevant topics for the Listserv.

- Winter Retreat in North Palm Beach: Laura outlined a possible agenda as:
 - Marketing workshop: How to engage new members- How to get new members and engage them.
 - Operationalization of the Strategic Plan – April commented that she would like to work on this for a small period of time during the retreat.

Laura mentioned that if the Gates grant is awarded, she will ask for a representative to come and speak to the board briefly during the winter retreat. Laura also suggested that due to travel requirements to get to Palm Beach and that the retreat is only one day, the agenda be scheduled to begin at 8:30am.

- Hilton Garden Inn -\$179.00 per night including a plated breakfast – Theresa indicated she will be sending an email with the booking link for this discounted rate.
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- Committee Reports:
 - Nominating Committee: April Mason – April reported that Jim Sirianni had followed up with suggestions, and she is currently working on this and she has no additional information at this time.
 - By-Laws: Wendy Wilkins – no report at this time.

Meeting adjourned.