**ACAO Board of Directors Meeting Minutes**



**August 3, 2022, 2:00pm – 3:00 pm ET**  
 <https://us02web.zoom.us/j/84259074588?pwd=R1J0VGNFM0l2Z3RGRmxUVWVCOVJzUT09>

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Name | Attended | | Name |  | Invited Guests |  |
| Gail Baker |  | Pam Stinson | |  |  |  |
| Beth Ingram |  | Kevin Carman | |  |  |  |
| Lori Werth |  | Peter Nwosu | |  |  |  |
| Mark Ginsberg |  | Patricia Salkin | | x |  |  |
| Constance St Germain |  | Laura de Abruna | |  |  |  |
| Jamie Winebrake | x | Michael Quillen | |  |  |  |
| Ellen Granberg | x | Junius Gonzales | | x |  |  |
| Susan Kruml | x | Gregor Thuswaldner | |  | April Mason/Adv (nv) |  |
| Heather Coltman | x | Maria Woodside Oriakhi | | x | Doreen Murner (nv) |  |

1. Review and approve Board Minutes June 10, 2022 – B. Ingram Call for discussion/updates

June Board Minutes here – Vote for approval

*No discussion. Motion moved & approved by unanimous consent*

*No July meeting*

1. June Strategic Plan re-cap and next steps L. Werth & G. Baker
   * Goals
   * Assign tasks
   * Open issues

*L. Werth – great meeting with a lot of work accomplished. Gave a brief overview. Key audience, what is our value & niche discussed. Completed a SWOT and crafted mission.*

*Next steps: Timeline and written strategic plan. Synthesis of the planning documents for web placement. Understanding our top goals to focus efforts on.*

*G. Baker – productive meeting. Created 5 strategic goals. G Baker will flush out goals and justify goals and where do we go from here. Murner stated goals are in the June minutes. Baker will put parameters around goals and ready for September meeting.*

*L. Werth – asked board to look at documents & help with crafting the mission statement by next meeting.*

Recap: Strategic Plan Document

<https://docs.google.com/spreadsheets/d/1SkaQ4mRN-U-uTTb8Q2NWhHDTz2AKz59G8ccc8wORcE8/edit?usp=sharing>

SWOT recap:

<https://drive.google.com/file/d/1FySPnF3A-zGPWAa_FAT6O0eVluU_1KS5/view>

1. Committee Reports & Updates

* Finance Committee – L. Werth

[June Financials Here](https://docs.google.com/spreadsheets/d/1pXzHDmkk_FdNGqOYTXp1i099ZQvTFJOy/edit?usp=sharing&ouid=113353414827299311759&rtpof=true&sd=true)

Consider activities for ACAO ex. New website

*L. Werth – Jan-Jun 2022. Revenue is good. A bit down in dues but income is in a good position because expenses are down.*

*D. Murner discussed opportunity to reinvest with website. Estimated to be $5k investment to update. Murner will send examples of what website could like. Also asked to consider how to keep content current & a website where members want to go.*

*B. Ingram – how should we use the site? M. Ginsberg, website is the “front door” to the association so has to look good, up to date, and professional. Wants members and non-members to actively go to our site. Keeping content current is the main challenge. Landing page has to be a living site. Murner will send out some examples*

* Membership Committee – M. Quillen

Objectives to achieve 100% increase in membership by 2024

*M. Quillen & C. St Germain marketed ACAO to Harvard conference. ACAO received 3 new members from that effort.*

*Membership counts yr over yr show 2021 growing, greater than prior yrs.*

*New members by month. 32 new members within last 12 months.*

*Invoice 94 institutions for dues 50% renewal rate.*

*Membership committee to commit to meet 2nd Wednesday @ 2pm ET. Next date 8/10th. To be confirmed in a later email.*

*B. Ingram – look at dues structure for coming yr.*

*L. Werth – members refer new prospects to membership committee*

*P. Stinson – message to Provosts to add Assoc provosts to their membership*

*K. Carman – ACAO connect admin staff with counterparts at other institutions. Message board for admins.*

*A. Mason – there is a group that represents admin staff of Provosts.*

* Digital Learning – L. de Abruna

*ELE grant is being refreshed.*

*Blog activity is not active. L. de Abruna proposed connecting with Chronicle, Beth McMurtrie, to do some blogs and get recognition for ACAO.*

*Ingram & de Abruna will reach out to Beth McMurtrie.*

* Professional Development – J. Gonzales

*P. Stinson – Town Hall will be pushed to Sept start date. ProD Committee will work on topic*

* Provost Handbook – G. Thuswaldner

*Editors sent proposal to peer readers. Expect answer by mid-August.*

*Most of essays have been assigned, only 3 left. Format & length guidelines suggested 3500 – 4000 max (10-12 pages). Hoping to have 1st draft by mid-December. 2nd draft by mid February. 3rd draft mid-April. Finished manuscript by mid-May.*

*Link to handbook folder:*

[*https://docs.google.com/document/d/1YP4pvHxrrw5Up11z5PUjWIsmTvsZyy0o/edit#heading=h.blszj0whc34p*](https://docs.google.com/document/d/1YP4pvHxrrw5Up11z5PUjWIsmTvsZyy0o/edit#heading=h.blszj0whc34p)

* Blog – P. Salkin

*Handbook authors could be potential writers for the blog.*

* Advisory Council – A. Mason

*Council pleased to contribute to strategic plan. Next meeting is 8/17.*

*Important to keep blogs current & keep website refreshed.*

*Utilizing Council more strategically is to consider/investigate international membership.*

1. ACAO engagement activities with the media – B. Ingram

*D. Murner reported on Job Board. Looking for job openings.*

*B. Ingram – What level of position openings do we want. Discussed: executive level, deans, assistant provosts. Non-members will pay a fee. 30 day posting for $200. Will vote at next board meeting.*

1. New Business

**Board Resources**

[**ACE MOU Here**](https://drive.google.com/file/d/1qfSM9r0pEYKAOBm1Icz2EwP4Y1myjOMO/view)

[**ACAO Board of Directors Oath**](https://drive.google.com/file/d/16bjB0iPb30qW2hCd2DbLdbucc8yMtWLr/view)

Topic: ACAO Board of Directors Meeting

Time: Apr 6, 2022 02:00 PM Eastern Time (US and Canada)

Every month on the First Wed, until Mar 1, 2023, 12 occurrence(s)

Sep 7, 2022 02:00 PM

Oct 5, 2022 02:00 PM

Nov 2, 2022 02:00 PM

Dec 7, 2022 02:00 PM

Jan 4, 2023 02:00 PM

Feb 1, 2023 02:00 PM

Mar 1, 2023 02:00 PM

Join Zoom Meeting

<https://us02web.zoom.us/j/84259074588?pwd=R1J0VGNFM0l2Z3RGRmxUVWVCOVJzUT09>

Meeting ID: 842 5907 4588

Passcode: 718864

One tap mobile

+13017158592,,84259074588#,,,,\*718864# US (Washington DC)

+13126266799,,84259074588#,,,,\*718864# US (Chicago)

Dial by your location

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 646 876 9923 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

Meeting ID: 842 5907 4588

Passcode: 718864

Find your local number: https://us02web.zoom.us/u/kj1bM2yKS

**2022/23 Board of Directors: Assigned Committees & Roles**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Executive Committee | **Director** | **Role/Committee** | **Institution** | **Term Ending** |
| Beth Ingram | President | Northern Illinois University | 2022/2023 |
| Gail Baker | Past President Responsibility: Chair of Nominating and  Bylaws Committees | University of San Diego | 2022/2023 |
| Constance St Germain | President Elect | Capella University | 2023 |
| Lori Werth | Treasurer: Chair Finance | University of Pikeville | 2025 |
| Mark Ginsberg | Secretary  Innovation & Strategy | George Mason University | 2024 |
|  | Doreen Murner | Executive Director | AMC Source | n/a |
| Junius Gonzales | Chair: Professional Development | NY Institute of Technology | 2023 |
| Patricia Salkin | Membership Committee & Blog Series Coordinator | Touro College | 2023 |
| Heather Coltman | Finance Committee | James Madison University | 2023 |
| Pam Stinson | Professional Development | Oklahoma State University – Oklahoma City | 2023 |
| James Winebrake | Professional Development | University of North Carolina Wilmington | 2024 |
| Susan Kruml | Professional Development | Midland University | 2024 |
| Ellen Granberg | Finance Committee | Rochester Institute of Technology | 2024 |
| Peter Nwosu | Membership & Communications  Innovation & Strategy | Lehman College of CUNY | 2024 |
| Michael Quillen | Chair: Membership Committee | Rowan-Cabarrus Community College | 2025 |
| Maria Woodside-Oriakhi | Membership Committee | University of the Bahamas | 2025 |
| Gregor Thuswaldner | Handbook Task Force | Whitworth University | 2025 |
| Laura Niesen de Abruna | PI: Digital Fellows Project/DLC Chair  Innovation & Strategy | Dominican University of Chicago | 2025 |
| Kevin Carman | Professional Development | University of Wyoming | 2025 |
| April Mason | Chair: Advisory Council; Ex Officio member of the board: Membership & Communications Cmte |  | n/a |
|  |  |  |  |
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|  |  |  |  |

\*BJ Reed, Innovation & Strategy Committee Member: Advisory Council rep

\*Michael Gealt, Professional Development: Advisory Council rep