

# AIR Annual Business Meeting Script

May 27, 2020 | 4:15–5:15 p.m. EST

## **(SLIDE 1)** 3:15 p.m. CST / 4:15 p.m. EST: Call to Order | Marty Fortner, President

Welcome, everyone. I'm Marty Fortner, your 2019-20 AIR president. Most years, we convene during the AIR Forum, but this year is quite different in many respects. I appreciate your dedication to this association as well as your flexibility and willingness to meet virtually.

**(SLIDE 2)** We have a full agenda today and just an hour together, so I'd like to share a couple of housekeeping items:

- First, we will keep all participants on mute to ensure everyone can hear throughout the presentation.
- Also, we will reserve some time toward the end of the meeting for Q & A, so please hold your questions until then.

**(SLIDE 3)** And with that, I'd like to call the 2020 AIR Annual Business Meeting to order and ask Secretary Shari Ellertson to verify we have a quorum.

## **3:18 p.m. CST / 4:18 p.m. EST: Verification of Quorum | Shari Ellertson, Secretary**

Thank you, Marty. Quorum is 20, and based on the attendee listing in GoToMeeting, we have quorum. Marty?

## **(SLIDE 4)** 3:19 p.m. CST / 4:19 p.m. EST: Introduce 2019-20 BOD and Honor Outgoing Members | Marty Fortner

Thank you, Shari. At this point, I'd like to introduce your 2019-20 AIR Board of Directors, who I've been honored to work with this year. This is an absolutely inspiring group of individuals who care deeply about our profession and the state of higher education. I'd like to thank each of them for their countless hours of work, dedication, and wisdom this past year:

- Heather Kelly, Vice President
- Michelle Appel, Immediate Past President
- Page Borden
- Shari Ellertson
- Soon Merz Flynn
- Michele Hansen
- Wendy Kallina
- Mary Lelik
- Christine Ross
- David Troutman, and
- Eric Yang

**(SLIDE 5)** I'd especially like to highlight four individuals in particular, who will be rolling off the Board this year.

- Shari Ellertson
- Paige Borden, and
- Christine Ross

You have served this community wonderfully over the past several years, and we appreciate the legacy each of you has left on this association. We look forward to your continued involvement and guidance in whatever capacity you choose.

**(SLIDE 6)** Also rolling off the Board this year is Michelle Appel, who served as president in 2018-19 and led the Nominations and Elections Committee this past year. Michelle, I cannot thank you enough for your service to this organization. Not only did you make a lasting impact during your time as president by launching the new *Statement of Ethical Principles*, but you also did a fabulous job this year securing strong leadership for next year's Board. Michelle, thank you for your service, your contributions, and your dedication over the years. And with that, I'll turn it over to you to recognize your Committee.

**(SLIDE 7)** 4:22 p.m. EST: Introduce 2019-20 NEC and Honor Outgoing Members | Michelle Appel, past president

Thank you, Marty. This year's Nominations & Elections Committee did a fabulous job ensuring our organization will continue to benefit from strong leadership. They helped launch new promotion tactics and streamlined processes, resulting in an increased voting percentage among members. I'd like to thank each of you for your service:

- Victor Borden
- Adrea Hernandez
- Karen Frosliid Jones
- Kristin McKinley
- Mike Urmeneta, and
- Henry Zheng

**(SLIDE 8)** And to our three outgoing Nominations and Elections Committee members, you have been instrumental in moving our Committee forward with your attention to detail and innovative ideas. Thank you so much for your service:

- Vic Borden
- Adrea Hernandez, and
- Henry Zheng

It's been an honor to work with all three of you.

Marty, back to you.

**(SLIDE 9)** 3:24 p.m. CST / 4:24 p.m. EST: Awards | Marty Fortner

Thank you, Michelle, and to the outgoing and remaining Board and Committee members. At this point, we'd like to take just a few minutes to highlight the accomplishments of association members whose work is defining the future of our field. Give us just a few moments while we pull up a quick video.

**(SLIDE 10)**

[Play videos.]

*[If videos do not work: It appears we're having some technical difficulties. All three of our award winners were honored in last week's issue of eAIR, and I encourage you to read about their contributions and watch the videos about these outstanding individuals. We will also be honoring them again in person at next year's Forum.]*

Congratulations to all three of you for these well-deserved awards. I'm looking forward to presenting these awards in-person at next year's Forum, as well, so we can celebrate with each of you in person.

**(SLIDE 11)** I'd now like to invite AIR Executive Director & CEO Christine Keller to share some highlights from the past year. Christine?

**3:34 p.m. CST / 4:34 p.m. EST: Annual Report: Accomplishments | Christine Keller**

Thank you, Marty, and congratulations to our very deserving award winners.

**(SLIDE 12)** This has been a very productive year at AIR, and I'd like to share some highlights of the progress made by the Board and staff, starting with the release of the **AIR Statement of Ethical Principles**, a guide for the use of higher education data.

The Statement outlines 11 overarching principles and is a statement of integrity rather than a code of conduct that could be used to sanction individuals. The Statement was developed with significant input from the community and ultimately approved by the Board of Directors in August 2019.

The 11 principles and their descriptors are available in a one-page printable PDF for easy reference on the ethics webpage, [airweb.org/ethics](http://airweb.org/ethics). The webpage also includes scenarios that provide examples of how the principles could be used in practice.

**(SLIDE 13)** In addition to the core products and services offered by AIR, such as the Forum, IPEDS training, and online professional education, this slide highlights two newer pieces of work that focus on strengthening institutional data capacity and individual skills through partnerships with other associations.

AIR partnered with EDUCAUSE and NACUBO on a joint statement in fall of 2019—**Change with Analytics**—urging broader and more intentional use of analytics for data-informed decisions that benefit students and institutions.

AIR is also partnering with the Association for Public and Land-grant Universities (APLU) to develop a **Data Literacy Institute** funded by Ascendium. The institute establishes the knowledge, skills, mindsets, and habits needed for individuals to use data strategically to make better and ethical decisions.

Both initiatives to support and model the importance of collaboration across institutional units—particularly student affairs, information technology, and business offices—to transform institutions through the effective use of data for improved outcomes.

**3:38 p.m. CST / 4:38 p.m. EST: Strategic Investments | Christine Keller**

**(SLIDE 14)** AIR also completed three long term investments in 2019 that I'd like to highlight:

1. We upgraded and expanded technology to improve user experience and increase engagement, including an association management system and an online community platform to facilitate communication and idea-sharing.
2. We also updated our logo and visual branding. After using our previous logo for nearly four decades, we updated our visual brand and logo to help differentiate our association, ensure consistency, and more effectively communicate the value of data-informed decision making.
3. In conjunction with the brand refresh, we redesigned and modernized our website to allow users to find what they need more quickly and better reflect our new visual brand. Our new website was nominated as the Sitefinity Nonprofit Website of the Year in the nonprofit category, and I'm proud to announce that our site won the award.

Now I'd like to invite Michelle Appel to report on the Nominations and Elections Committee's work this year and introduce our new leaders. Michelle?

**3:39 p.m. CST / 4:39 p.m. EST: Annual Report: Elections | Michelle Appel**

**(SLIDE 15)** Thank you, Christine.

This year the NEC worked to increase the number of nominations and individuals willing to be considered for the ballot. The nominations website was streamlined to make nominating easier - nominators needed only an individual's name to nominate them, no justification or nomination to specific positions were required. Sessions were held at the Forum and names of interested individuals were collected - each of these individuals was contacted during the nomination season and encouraged to self nominate. Additionally, the NEC contacted affiliate organizations and encouraged them to submit nominations.

The Committee was pleased with the quality and volume of nominations this year. To encourage completion of the Nominee Questionnaire, NEC members sent personal emails to each nominee who had not completed the questionnaire prior to its closing. Of the more than 175 individuals who were nominated, 104 completed the questionnaire and 52 were willing to be considered.

The committee built the slate with an eye toward the need for diversity in institutional type, geographic region, and candidate demographics - not only on the slate but also on the Board and NEC that would result from the election. The committee was particularly cognizant of the need for representation of the western portion of the United States and internationally. On the NEC, the committee recognized a similar need for geographic and institutional diversity, though the NEC needed more public representation.

Elections were conducted during February and the results of the election were certified on March 10, 2020.

**(SLIDE 16)** And now I'd like to welcome our new Board members:

- Junelyn Pangan Peeples, Vice President
- Laura Palucki Blake
- Braden Hosch, and
- Elizabeth Lee

**(SLIDE 17)** And our new Nominations and Elections Committee members:

- Craig Abbey
- Bethany Miller, and
- Meridith Wentz

I appreciate each of you stepping up to lead, and I look forward to seeing what contributions you bring to the association and membership.

Wendy, back to you for the financial report.

**3:49 p.m. CST / 4:49 pm. EST: Annual Report: Financial Report | Wendy Kallina, Treasurer**

**(SLIDE 18)** Thank you, Michelle, and welcome to the new Board and Committee members.

**(SLIDE 19)** The AIR Board as a whole is responsible for overseeing the financial health of the organization. The Treasurer is also responsible for presenting an annual report of AIR's financial condition at the annual Forum, managing Board travel, and researching comparable CEO compensation every three years.

The Treasurer ensures that the Board has sufficient information to make sound financial policies. Three of the CEO Monitoring Reports reviewed and discussed by the Board deal specifically with the association's finances — (1) financial planning, (2) financial condition and activities, and (3) asset protection — and evaluate how the CEO handles the executive limitations set by the Board.

The governance policies and executive limitations related to the association's finances provide a level of protection, set boundaries, and serve as a warning mechanism, if needed.

The Treasurer provides leadership for the independent annual audit, which reviews the Financial Statements and findings from an independent audit firm concerning the financial state of the association.

The firm of Thomas Howell Ferguson P.A., Certified Public Accountants of Tallahassee, Florida was chosen by the Board. The 2019 audit was completed earlier this month and discussed and accepted by the Board on May 12. The auditors issued a clean audit report that indicated that the audit disclosed no instances of significant deficiencies and/or material weaknesses in the association's internal controls.

**(SLIDE 20)** Key results

1) Unmodified opinion issued on the Financial Statements with no reportable instances of significant deficiencies or material weaknesses in internal control and no material instances of noncompliance.

2) Unmodified opinion issued on the Major Federal Award Programs with no reportable significant deficiencies or material weaknesses in internal control over major federal programs.

3) Current total net assets are \$3,569,042. In 2019, expenses exceeded revenues resulting in a net loss of \$523,014. The loss was planned as a mechanism to invest a portion of the reserves to increase AIR's technology, infrastructure, and capacity to deliver products and services for the benefit of the AIR community.

Christine, you're next on the agenda.

### **3:54 p.m. CST / 4:54 p.m. EST: Adapting to COVID-19 | Christine Keller**

**(SLIDE 21)** Thank you, Wendy. As Marty mentioned at the beginning of the meeting, these are certainly interesting times. We are continuing to monitor impact of COVID-19 on higher education institutions, our community, and the association. All of higher education is faced with uncertainty and disruption. We expect the need for better data to make effective and ethical decisions to increase but budgets will likely be tight for everyone. It's important for AIR to remain flexible, responsive, and relevant to meet new and/or emerging needs of community.

**(SLIDE 22)** Over the past few months, AIR has unveiled several new programs and resources to help navigate this new reality.

- Hub, our new online community, launched on May 7, and our community is already using this space to engage in great discussions, share resources, and ask important questions.
- As for the AIR Forum, hopefully you've seen that we have gone virtual. The AIR Forum Virtual takes place June 29<sup>th</sup> through July 1<sup>st</sup>, on an easy-to-use virtual platform.
- Starting in June, we'll begin holding regular coffee chats, providing another opportunity to connect around specific questions and challenges we're now facing. Many of these conversations will bring in data from flash polls we're conducting to better understand your current challenges and needs.
- And finally, I want to highlight our Summer Essentials Webinars, which features curated content on hand-picked topics impacting our work.

I encourage you to visit [airweb.org](http://airweb.org) for more information about each of these new programs and to get involved. We will continue to monitor the changing environment and work to provide solutions and programs to support you during this tough time.

**(SLIDE 23)** At this point, we'll open up the floor for questions. I'd like to introduce Conor Griffiths, a member of our Education & Research Team from the executive office, to facilitate this portion of the meeting. Conor?

### **3:58 p.m. CST / 4:58 p.m. EST: Q&A | Conor**

Thank you, Christine. If you have a question, please feel free to type it into the questions section on the GoToWebinar control panel. I'll share questions as they come in.

**AS NEEDED TO ANSWER QUESTIONS DURING Q&A**

*Amount of net loss was greater than planned due to greater customization and implementation costs related to the new association management system, the new website, and new accounting systems. Internal processes were also streamlined and improved. But the disruption meant less time was available to create, promote, and deliver products and services. [\$305K loss planned and listed on the financial planning report.]*

*Outlook for 2020. Overall, financially stable.*

*Continue to monitor impact of COVID-19 on higher education institutions, our community, and the association. All of HE faced with uncertainty and disruption. Expect the need for better data to make effective and ethical decisions to increase but budgets will likely be tight for everyone. Important for AIR to remain flexible, responsive, and relevant to meet new and/or emerging needs of community – take advantage of our new technology*

*Also important to closely monitor and cut costs where possible. Any future decisions will be made with the best interests of the association in mind. Strong spirit of collaboration and respect among Board and staff.*

It looks like we're out of time for questions. As always, if you have questions or thoughts, feel free to email us at [air@airweb.org](mailto:air@airweb.org), and we'll direct your questions to the appropriate Board, NEC, or Executive Office representative. Thank you for your questions. Marty?

**4:08 p.m. CST / 5:08 p.m. EST: Passing of Gavel | Marty Fortner**

**(SLIDE 24)** Thank you, Conor. It's time to officially hand over responsibilities to our new Board. Heather, as the 2019-2020 president, it is my pleasure to pass the gavel to you, so to speak. As our new A.I.R. President, I know the association is in good hands.

**4:11 p.m. CST / 5:11 p.m. EST: New Business | Heather**

**(SLIDE 25)** Thank you, Marty. I'd be remiss if I didn't take a moment to extend my sincerest thanks to you for your leadership over the past year. You led this Board through a year of unprecedented challenges and still managed to make wonderful progress for our field. From continuing last year's Board's work and launching the Statement of Ethical Principles to helping us pivot to purely remote operations as a Board, I cannot thank you enough for your service. You served as a wonderful model for me as I head into my year of Board leadership, so, I'd like to extend my personal gratitude. And I know I speak for the Board as well in thanking you for your guidance this past year.

**(SLIDE 26)** With that, we have just a moment left for new business. Is there any new business? If so, please add it to the Question box in the control panel.

**4:15 p.m. CST / 5:15 p.m. EST: Adjournment | Heather**

**(SLIDE 27)** *[Hearing none,]* I'd like to thank you all for being here today and for your continued support of our community. I'm looking forward to an exciting, unprecedented year guiding our association forward. Stay healthy and safe. With that, this do I have a motion to adjourn? (Panelist: So moved) Second? (Panelist: Second). Then this meeting is adjourned. Thank you all!