Attendees: Laura Palucki Blake, Soon Merz Flynn, Marty Fortner, Michele Hansen, Braden Hosch, Heather Kelly, Elizabeth Lee, Mary Lelik, Junelyn Peeples, David Troutman

Absent: Wendy Kallina

Excused Absence: Eric Yang

Guests: Christine Keller, Jason Lewis, Miguel Pineirovigo, and Leah Ross from the AIR Executive Office.

Call to Order

President Heather Kelly called the meeting to order at 12:03 p.m. ET. A quorum was established.

Moment of Silence

The Board observed a moment of silence for Bill Knight, a Past-President and long-time member of AIR who passed away on April 7, 2021.

Required Approvals and Acknowledgements

Meeting Minutes

David Troutman provided a review of the March 22-23, 2021 virtual meeting and moved to accept the minutes. Marty Fortner seconded.

The motion passed.

Executive Director Updates

Christine Keller shared details of plans to honor Bill Knight, including a column in eAIR, a discussion thread in AIR Hub, and activities during the upcoming Forum to celebrate Bill’s life and contributions to the association and to acknowledge the grief of this sudden and unexpected loss.

The Board’s Role as Ambassador of AIR

Heather Kelly opened a conversation about ways in which Board members can more formally serve as ambassadors for the association. She invited Christine Keller to reflect on what this would mean and “look like”. Christine shared that this is already happening on an informal basis, but if it were elevated to inclusion in the Board job description, the role could further marketing and outreach efforts. A more explicit role for Board members as advocates for the association and its programs, services, and membership could be very powerful. Christine shared three specific topics to frame conversation:

1. **Alignment with current policies** – The Board needs to ensure that our practices and policies are in synch with attention to Board continuity. The role of ambassador fits well within Governance Process (GP) Policy III.A, “Create the link between the membership and the operational
Association”. However, Christine noted that the policy requires attention for potential updates in that in addition to the Board, the Executive Office is also required to create that link, and “membership” is actually “stakeholders” given recent changes to the wording of other association policies, such as Treatment of Consumers.

2. **What this could look like in practice** – Christine suggested that the value of a more formal ambassador role for the Board could be a focus on current programs, services, and resources to extend the association’s marketing and outreach efforts. She suggested that Board members can also be helpful in furthering conversations about the *AIR Statement of Ethical Principles* and in the relationships with Affiliated Organizations (AO) and their members.

3. **Tactical ideas** – To be discussed if there is agreement with the two topics above.

Discussion reflected general agreement that there is value in formalizing the Board’s ambassador role, the extent to which these activities would be funded, the difference between marketing and promotion, and the audiences for ambassador work. There was agreement that the ambassador role needs to be defined first, with attention to the association’s governance policies before specific plans are discussed.

A proposal for an ad hoc committee regarding the ambassador role will be presented by Heather Kelly at the May 2021 Board meeting.

**Future of IR and Higher Education**

Heather Kelly suggested that conversations about the future of IR reflect three key topics:

1. Communicating the value of IR/IE
2. Promoting equity and inclusion in AIR
3. Serving in AIR leadership roles

These topics will be used to frame future Board discussions.

**Review of Ends Policy**

Heather Kelly asked Board members to closely review the Ends statement in preparation for the May 2021 meeting.

**New Business**

None.

**Adjournment**

Heather Kelly invited a motion to adjourn the meeting. Soon Flynn moved and Junelyn Peeples seconded.

The motion passed.

The meeting was adjourned at 1:24 p.m. ET.