

AIR ANNUAL BUSINESS MEETING

Thursday, May 27, 2021

Virtual Meeting

The 2021 Annual Business Meeting of the Association for Institutional Research (AIR) was held on Thursday, May 27, 2021 via web conferencing.

Call to Order | Heather Kelly

President Heather Kelly called the meeting to order at 10:47 AM Eastern. A quorum was established with 175 total people in attendance at the meeting.

Heather Kelly introduced the 2020-21 Board members, with thanks to outgoing members Marty Fortner, Wendy Kallina, Sonn Merz Flynn, and Eric Yang.

Past President and Chair of the Nominations and Elections Committee (NEC), Marty Fortner, introduced the 2020-21 Nominations and Elections Committee, with thanks to outgoing members, Karen Froslid Jones, Kristin McKinley, and Mike Urmeneta.

Awards | Heather Kelly

Heather Kelly introduced a video tribute to each of the two award winners. Those individuals are:

- Trudy Bers, winner of the AIR Sidney Suslow Scholar award
- Dawn Kenney, winner of the AIR outstanding service award.

Annual Report: Accomplishments | Christine Keller

Christine Keller, AIR Executive Director & CEO, shared some highlights from the past year including the following:

- In May of 2020, we launched AIR Hub, a robust online community that now supports more than 1,000 users, who have posted hundreds of questions, responses, and content. If you haven't already joined the community, be sure to check it out at hub.airweb.org.
- A significant accomplishment during 2020 was the switch to a smaller, but successful virtual Forum event after the cancellation of the in-person Forum in New Orleans—planned and delivered in less than 8 weeks. Fast forward to now, and I am happy to report that this year's virtual Forum is bigger and better, with more educational content, more opportunities for interaction, and registration numbers topping 1,200.
- In June, AIR published its Statement on Racial Injustice, re-committing itself to advancing the equitable and ethical use of data to support greater diversity, equity, and inclusion within higher education. We hosted professional development events to support the IR/IE community in figuring out to make more progress toward this important goal. The AIR Board, Board Committees, and staff have also turned the focus inward to ensure our practices and processes are in line with our values to honor and promote

diversity and to strengthen our commitment to racial justice and equity. You will hear more about next steps in the coming months.

- Launched in June 2020, coffee chats provide the IR/IE community with another opportunity to connect, learn, and exchange ideas around specific questions and challenges. Averaging nearly 200 registrants, coffee chats utilize small breakout groups informal discussions and peer learning around topics like working from home, equitable student success, and the state of higher education.
- Beginning last fall and continuing through this spring, IPEDS workshops moved online. With the essential help of our IPEDS educators, AIR has offered at least one virtual workshop per week to ensure those involved with IPEDS reporting get the training and support they need.
- In the fall of 2020, AIR conducted a survey to better understand the changing needs and challenges IR/IE is facing as well as to evaluate how AIR is serving those needs and learn how we can better support and advance the profession into the future. Overall, nearly three-quarters of over 1,100 respondents rated the overall value of AIR's programs, resources, and services as "very good" or "excellent." The survey also identified areas for improvement and topics for professional education that AIR is using to plan and deliver programming and services for 2021 and beyond.

Annual Report: Elections | Marty Fortner

Marty Fortner highlighted the work of the NEC. The 2020-2021 NEC placed a particular emphasis on ensuring the association's leadership selection processes, policies, and structures promoted equity and inclusion, including a revision of the candidate questionnaires to learn more about candidates' commitments to diversity, equity, and inclusiveness. The committee built the slate with an eye toward the need for a range of experiences and backgrounds in terms of institutional type, geographic region, and candidate demographics. The NEC also developed formal recommendations for future improvements, which it presented to the Board of Directors in March 2021.

Elections were conducted during February, and the results of the election were certified on March 9, 2021. Marty announced the results of the election and introduced those selected for roles.

- Vice President Karen Webber
- Members-at-large: Maren Hess, Mitchell Nesler, and Christopher Peña
- Nominations and Elections Committee members: Yenny Anderson, Iryna Johnson, and David Rudden

Annual Report: Financial Report | Wendy Kallina

Wendy Kallina, Board Treasurer, presented 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 each year deal specifically with the association's finances and evaluate how the CEO handles

the executive limitations set by the Board. They include [1] financial planning, [2] financial condition and activities, and [3] asset protection. 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 2021 audit was completed earlier this month and discussed and accepted by the Board on May 24.

Wendy reported that the auditors issued a clean audit report and provided the following information:

- The unmodified opinion issued on the AIR Financial Statements indicated no reportable instances of significant deficiencies or material weaknesses in internal controls, and no material instances of noncompliance.
- The unmodified opinion issued on the Major Federal Award Programs showed no reportable significant deficiencies or material weaknesses in internal controls over major federal programs. This is a specialized audit done because of AIR's IPEDS training contract.
- Due to impact of the pandemic, AIR revenues decreased by nearly 1.2 million or about 30 percent from 2019. While expenses were also reduced, the association incurred a net loss of \$872,133 in 2020. Current total net assets are \$2,696,909.

Finances & Future | Christine Keller

Christine Keller highlighted the net loss of \$872,000 in 2020 due the unexpected and difficult operational challenges brought on by the coronavirus pandemic and the loss of significant revenue streams, particularly the 2020 in-person Forum.

Christine and her AIR staff moved quickly to adapt events and programming to online formats as I described earlier, and funds from the federal Payroll Protection Program [PPP] assisted in navigating some of the uncertainties. However, the loss of nearly \$1.2 million in planned revenue could not be recouped.

AIR's operations, people, and plans were all affected, and tough choices had to be made to ensure the financial stability and future of the association. One of the most difficult choices was a reduction in the number of AIR staff. The 2021 budget is smaller, reduced by one-third as compared to the pre-pandemic budget of 2020. This smaller budget allows AIR to restart and re-energize our programs, services, and resources ... and rebuild revenue streams—without further tapping into financial reserves. AIR's financial situation is now relatively stable, and

while there are still challenges ahead, I am confident that AIR can not only survive but thrive and grow.

As a year of rebuilding, learning, and transition, four overarching goals shape AIR's priorities, decisions, and activities in 2021.

- Achieve contract and grant deliverables.
- Support the needs of AIR stakeholders through programs, resources, and services.
- Gain knowledge and experience to recalibrate AIR's business model for the future.
- Balance the budget to maintain financial stability.

Over the next year, AIR will continue to pursue its mission set by the Board of Directors while applying lessons learned, strengthening our business model, and responding to the current needs of our community to prepare our association for a vibrant and sustainable future.

Q&A | Conor Griffiths

The floor was opened to questions via the question feature of the web conferencing platform. Members of the Board and Executive Office responded to questions, mostly related to when and where AIR Forum will be held in 2022, if AIR applied and received any PPP monies based on the pandemic relief, and current location of where AIR is located.

Passing of Gavel | Heather Kelly

Heather Kelly passed the gavel to Junelyn Pangan Peeples, as the 2021-2022 President. Junelyn extended thanks to Heather for her service.

New Business | Junelyn Pangan Peeples

No new business.

Adjournment | Junelyn Pangan Peeples

Sonn Merz Flynn moved to adjourn. Wendy Kallina seconded. The meeting was adjourned by consent at 11:27 AM ET.