

**IACBE Board of Directors Meeting**

**October 25, 2017**

**Teleconference Meeting**

**Minutes**

1. **Meeting Time and Location**

The fall 2017 meeting of the IACBE Board of Directors was held on October 25, 2017, via teleconference call from 10:00 am – 1:00 pm (CST).

1. **Agenda Presented**

The Board Book and agenda were provided to everyone via Dropbox.

1. **Call to Order and Attendance**

A: Call to Order:

The meeting was called to order by the Board Chair, Ann Tuttle, at 10:00 am (CST).

B: Recording of Attendance:

Roll was taken and attendance was recorded as follows:

*Officers of the Board:*

Chair: Ann Tuttle 🗹 Present 🞎 Absent

Vice Chair: Fred Chilson 🗹 Present 🞎 Absent

Secretary: Jorge Cardenas 🗹 Present 🞏 Absent

Treasurer: David Turi 🗹Present 🞎 Absent

Past Chair: Clara Munson 🗹 Present 🞏 Absent

*Regional Directors:*

Region 1: Edward French 🗹 Present 🞏 Absent

Region 2: Heather Pfleger 🗹 Present 🞏 Absent

Region 3: Chip Mason 🗹 Present 🞎 Absent

Region 4: Pamela Imperato 🞏 Present 🗹 Absent

Region 5: Rebecca Murdock 🗹 Present 🞏 Absent

Region 6: Patsy Parker 🗹 Present 🞏 Absent

Region 7: Hallie Neupert 🗹 Present 🞏 Absent

Region 8: Susan Silverstone 🗹 Present 🞎 Absent

Region 9: Vacant 🞎 Present 🞏 Absent

Region 10: V. J. Byra Reddy 🗹 Present 🞏 Absent

Region 11: Carlos Villatoro 🗹 Present 🞎 Absent

*At-Large Directors:*

Patricia Cowherd 🗹 Present 🞎 Absent

Carol Williams 🞏 Present 🗹 Absent

*Public Members:*

Dominique Bert 🗹 Present 🞎 Absent

Phil Bussey 🞏 Present 🗹 Absent

Les Crall 🗹 Present 🞎 Absent

*Ex-Officio Members:*

Phyllis Okrepkie, Interim President 🗹 Present 🞎 Absent

*Others:*

Kim Caedo, Director of Finance & Compliance 🗹 Present 🞏 Absent

1. **Review and Revisions of Agenda**

No additions or deletions were offered. Ann Tuttle called for a motion to approve the agenda. The motion was moved and seconded. Motion passed.

1. **Report of the Secretary – Minutes of Previous Board Meetings**
2. Board Meeting Minutes – April 18, 2017

The minutes of the April 18, 2017, Board of Directors meeting were presented. It was moved and seconded to accept the minutes as stated. Motion passed.

1. Board Meeting Minutes – April 19, 2017

The minutes of the April 19, 2017, Board of Directors meeting were presented. It was moved and seconded to accept the minutes as stated. Motion passed.

1. Board Meeting Minutes – April 20, 2017

The minutes of the April 20, 2017, Board of Directors Executive Committee meeting were presented. It was moved and seconded to accept the minutes as stated. Motion passed. Clara Munson abstained since she was not present at that meeting.

1. **Board Discussion**

The President led a discussion about adding a non-member rate to some of IACBE’s fees. She presented the following recommendations from the IACBE staff:

1. Published workshop fees for non-member schools 20% higher than the member fee
2. Mentor fees for non-member schools - $1,500 per day plus expenses
3. Annual Conference registration fee for non-member schools - $100 above member registration rate

Dominique Bert asked if we have a lot of workshops for non-members. Phyllis Okrepkie responded that that it was not frequent but in Europe we have non-members that register for our workshops. She explained that if we don’t charge a higher rate to non-members, there may not be a perceived value to our current members. Ann Tuttle made a motion to approve the proposed fees for non-members and Clara Munson seconded the motion. Motion passed.

The President also pointed out that we have not increased our honorarium for site team visitors in quite a few years. She presented the following recommendations from the IACBE staff:

1. Increase the team chair honorarium rate from $300 per day to $400 per day
2. Increase the team member honorarium rate from $200 per day to $300 per day

Ann Tuttle made a motion to approve the increase in honorarium rates and Fred Chilson seconded the motion. Motion passed.

There was a brief discussion regarding the timing and location of the regional meetings. David Turi pointed out that the time allotted for each region to meet during the conference was very short and asked if each region could have their own room to meet in rather than meeting in one room during breakfast. Rebecca Murdock reported that the North Central region had a virtual regional conference this year and that it was more practical given budgets and the geographic dispersion.

Patsy Parker reported that their region had low attendance and that they decided to do a virtual meeting next year. Carlos Villatoro noted that the Latin American region has limited finances and stated that he would like to combine regions and have virtual meetings. Patsy Parker invited the Latin American region to join the South Central region’s virtual meeting.

Dominique Bert asked for an attendee list for the European regional conference. She stated that European region members often can attend the regional conference but not the annual conference and suggested that we leave it up to the regions to decide. Fred Chilson responded that he was in favor of continuing to do regional meetings every year but stated that we should be flexible on the timing rather than set a specific month.

Ann Tuttle proposed that we allow regions to hold their regional meeting on their own or to do it at the annual conference – one or the other. There was no motion or vote needed. Phyllis Okrepkie responded that we would try to offer four separate rooms for regions to meet in at next year’s annual conference. Byra Reddy suggested splitting up the different regional meetings throughout the day during the annual conference.

Clara Munson suggested that regions who want to offer a student case-study competition not limit it to face-to-face but rather consider using GoToMeeting as an additional option.

1. **Report of the Treasurer**

The Treasurer and Director of Finance and Compliance presented the Treasurer’s Report, which included the following documents:

1. Financial Reports for September 2017
2. Budget Summary with Detail
3. Budget Summary-Staff Compensation
4. Balance Sheet
5. Profit-and-Loss Statement with Previous Year Comparison
6. Accounts Receivable Aging Detail

The Director of Finance and Compliance presented an overview of the financial shape of the organization noting that we should not have a net loss this year. She reported that we lost some members and gained 8 new members. She pointed out that she had to use the line of credit because of payment timing issues for the annual conference but that it was all paid back in less than a month.

1. Budgetary Matters
2. Proposed Budget for 2018
3. Proposed Budget-Staff Compensation for 2018

The Director of Finance and Compliance presented the proposed budget for 2018 and asked if there were any questions. Clara Munson asked how the budget for the regional meetings was determined. Kim Caedo responded that it was an estimate based on historical attendance and expenses. She noted that the New England region has benefitted from member proximity and large attendance at their regional meetings.

Ann Tuttle noticed a reduction in the budget for staff compensation and asked if the office has enough help. Phyllis Okrepkie said that once we fill the position of Director of Accreditation in January the office should have enough support. Clara Munson asked about replacing the European staff member, but Phyllis Okrepkie noted that she is picking up the European work for now and that we should be okay if we hire an Associate Director of Accreditation later in 2018.

Chip Mason asked if the office had plans to hire a marketing person and noted that other accreditors had a full-time marketing person. Phyllis Okrepkie reported that she was working closely with a marketing firm and that IACBE did not have the budget for a full-time marketing person. She pointed out that Rochelle Petway was helping with social media.

Dave Turi made a motion to approve the Proposed Budget Staff Compensation for 2018 and Heather Pfleger seconded the motion. Motion passed.

Kim Caedo noted that the proposed budget for 2018 did not include the raised fees just approved earlier in this meeting. Ann Tuttle asked if the budget needed to be revised before voting on it, but Kim Caedo stated that it would not make a significant different since the raised fees were for non-members and do not happen frequently. Kim Caedo also noted that the proposed budget allowed for the new Director of Accreditation to start in January with a possible Associate Director of Accreditation to be hired sometime after May 1, 2018.

Fred Chilson made a motion to approve the Proposed Budget for 2018 and Clara Munson seconded the motion. Motion passed.

1. **Report of the Nominating Committees**
2. Board of Directors Nominating Committee

The President stated that a new Vice Chair would need to be elected since Fred Chilson will move up to the Chair of the Board. She also stated that Jorge Cardenas and Patsy Parker are eligible to be elected for their first full three-year term while Chip Mason and Patricia Cowherd are eligible to be elected for a second term.

1. Board of Commissioners Nominating Committee

The President stated that we would need to elect 2 commissioners from the accredited membership as the current incumbents have served their second three-year term. She also stated that we would need to elect 1 commissioner from the public as the current incumbent, Terry Girdon, resigned from the board.

1. **Report on IACBE Marketing Initiatives**

The President gave a report on the IACBE’s new marketing, branding, and business development initiatives associated with the Assembly’s strategic plan with updates on logo development, new website, member only resources, social media, and brand standards guide.

The President stated that she has an idea of how to bring on new members but was being careful because of limited resources. The Chair noted that her opinion was that the first order of business should be organizational structure and then future members.

1. **Report on IACBE-LEG Agreement**

The President reported that the IACBE signed an agreement with the Lotus Educational Group (LEG) which provides for LEG to provide mentoring services and IACBE workshops to schools in China that are interested to pursue IACBE accreditation. She noted that the LEG will not be involved in the accreditation processes of the IACBE.

The President stated that the LEG is working on a mandarin language informational page and is building a potential member list before she will make a trip to China.

1. **Report on IACBE Staffing**

The Chair informed the board that Dennis Gash resigned as President of the IACBE effective April 30, 2017, and that Phyllis Okrepkie accepted the position of President on October 2, 2017.

The President reported that Paul Mallette, Director of European Operations, submitted his resignation effective October 31, 2017, as he accepted a full-time position with Peregrine Academics.

As noted above in the Report of the Treasurer, IACBE is actively advertising for a new Director of Accreditation.

1. **Report on IACBE Accreditation Activities**

The President gave a brief report on IACBE Accreditation activities noting that the Board of Commissioners have been very busy with reaffirmations. She also noted that most of the mentor visits are requested from institutions but a few of them are required by the Board of Commissioners.

1. Accreditation Site Visits:
2. 8 Business First-Time Accreditation Site Visits Conducted in 2017
3. 26 Business Reaffirmation of Accreditation Site Visits Conducted in 2017
4. 2 Accounting Accreditation Site Visits Conducted in 2017
5. Candidacy Visits
6. 10 Candidacy Visits Conducted in 2017
7. Mentoring Visits
8. 21 Mentoring Visits Conducted in 2017
9. **Report on IACBE Membership Status**

The President discussed membership trends in IACBE. The report covered the following areas:

1. 8 New Members – Since January 2017
2. Current Status of IACBE Membership with Prior Year Comparisons
3. Current Status of Regional Assembly Membership with Prior Year Comparisons

The President noted that 4 members were dropped for non-payment of membership dues, 2 members dropped voluntarily, and 3 members were dropped because they are losing national or regional accreditation for a total of 9 drops during 2017.

1. **Summary Report on Future Annual Conferences and Assembly Meetings**

The President summarized the dates and locations for future IACBE conferences. She noted that the date for the 2020 conference was chosen because our normal dates are too close to Easer. The President stated that the Final Four basketball tournament would take place in Atlanta for 2020 so staff is now looking at Dallas for a possible conference location.

The President highlighted some changes to the annual conference such as a peer review approval process for the concurrent presentations and having different tracks of presentations. She reported that according to our Bylaws, the Vice Chair of the board is also supposed to be the Vice Chair of the Annual Conference so Fred Chilson has been assisting with various components and has agreed to emcee the accreditation banquet. The President also noted that we will be moving forward with a new journal and that the poster presentations would not be peer reviewed.

1. **IACBE Bylaws**

The IACBE Bylaws were provided as a separate file in Dropbox as an informational item.

The President stated that the Board of Commissioners had reviewed them and they had some recommendations.

The Chair asked if a motion was needed to vote on approving the community college memberships? The President stated that it had already been approved but the change needed to be made in the bylaws.

1. **IACBE Strategic Plan**

The strategic plan for the IACBE (2017-20) was provided in the Dropbox as an informational item.

The President stated that we are moving forward with the current plan despite Dennis Gash resigning as IACBE President.

The President noted that the LEG relates to the strategic area of 1.B.3. She noted that there is also an opportunity in Europe in Poland and that Paul Mallette met with the education minister of Poland.

The President reported that IACBE contracted with EAG and now has a new website and brand standards manual which relates to 3.A.1 and 3.A.3. She notes that IACBE does not have brand recognition (3.A.4) but that we now have a recognizable logo and the brand standards manual should help.

The President stated that we will be forming a business advisory council and will be contacting possible council members from local business and Amazon starting January 1, 2018 (5.D.1).

The President reported that she is working on reviewing the organizational structure and Rochelle Petway will be working on marketing and the annual conference which should reduce the “conference consultant” cost (9.D.1).

David Turi asked about the community college outreach? The President stated that the office doesn’t currently have the resources but that they would work on it next year. Dominique Bert informed the board that she will be presenting at the Community College Association conference and offered to present IACBE material.

1. **Adjournment**

It was moved and seconded that the meeting adjourn. Motion passed.

The meeting was formally adjourned at 11:50 am (CST).

**Respectfully Submitted by Dr. Jorge Cardenas, Board Secretary**