



Grow your skills, grow your network, grow as a professional in ACE!

**ACE Board of Directors
August 13, 2019
Via Zoom
Meeting Minutes**

Doug Edlund, Elizabeth Gregory North, LaRachelle Smith, Lori Greiner, Tobie Blanchard, Jeff Miller, Linda Benedict, Matt Browning, Lulu Rodriguez, Brian Meyer

Celtic: Deb Ryan, Marlene Byrne

Director-Elects: Kay Ledbetter

Absent: Jennifer Alexander, Craig Woods, Robert Casler, ChaNae Bradley

Call to Order – Doug called the meeting to order at 2:03pm CT on Tuesday, August 13, 2019.

Approval of the Minutes

Doug noted Deb's question in the June, 2019 minutes regarding the proposed term of the Director Elects. It was recollected that the language is proposed as follows: Upon election, incoming Director Elects begin work as elects until the next conference where upon they take their office. The outgoing Directors will continue to mentor, as needed, for up to six months. Suzanne Steel made a motion to approve that new language. Dennis Thomas seconded the motion. All approved and the motion to amend the Director-elect term was approved.

With that update to the minutes Doug made a motion to accept the June minutes. Elizabeth seconded the motion. All approved and the motion carried.

There were no comments on the July minutes. Doug made a motion to accept the July minutes. Elizabeth seconded the motion. All approved and the motion carried.

Officer Reports

Treasurer Report – Jeff Miller and Marlene Byrne

Refer to the written report and budget worksheets. Marlene reported that Celtic had met with Jeff about the results of the 2018-2019 budget and the revised 2019-2020 budget. Jeff asked Marlene to review the 2018-2019 budget. Marlene explained every line item, noting that the year ended in a bigger loss than budgeted and that additional funds will need to be transferred from the savings account to the operating account. Some one-time expenses were incurred, such as two annual conferences within one fiscal year, commission paid to Celtic by ACE, per the contract, payments for Holly's work in addition to the Celtic fees. Deb reminded the group that any expenses to be incurred that are above approved budgeted expenses or that are in addition to budgeted expenses are to be approved by the ACE treasurer. Jeff then reviewed the updated 2019-2020 budget, that includes the



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agreed upon dues increases and registration fee increases. The budget does not include any transfer of investments and is budgeted to make a profit of \$9,000. After a discussion, including positively promoting the 2020 conference location and working to keep expenses low and membership growth, Elizabeth made a motion to accept the budget as presented. Lori seconded the motion. All approved and the motion carried.

President – Doug Edlund

Refer to written report. Doug asked for comments on his recommendations for the C&As by September 1. The LC leaders will also provide feedback by September 1. From there Jennifer will put together a timeline. After a discussion about having an in person fall board meeting, it was agreed that Deb will send a Doodle poll to choose a day and time to have a specific meeting regarding the Big Ideas as well as the regular monthly Board meeting.

President-elect – Jennifer Alexander

Refer to written report. Doug reported that Jennifer asked if Doug could take over leadership of her Big Idea team working on Industry outreach given her C&A work. Doug agreed.

Vice President – LaRachelle Smith

Refer to written report. LaRachelle announced she will send in her report but would have to leave the meeting early.

Past President – Elizabeth Gregory North

Elizabeth noted that she did not yet have a written report but that her action item was to ask for recommendations for nominations committee members.

Celtic's Report – Deb Ryan

Deb reported that in addition to wrapping up the 2018-2019 budget and conference wrap up and accounting, the office was working through the lapsed member and nonmember attendee outreach. The office updated the language about the dues increase, added Doug's dues increase video and the member testimonials, as well as Doug's new member welcome video.

Director Reports

Marketing – Matt Browning

Refer to written report.

Member Services – Tobie Blanchard

Refer to written report. Tobie noted that her Big Idea team has begun work and includes Victor Villegas, Kay Ledbetter and ChaNae Bradley. She asked for feedback on charging a fee for the mentorship program. Lori thought no fee was appropriate given that the program is considered a member benefit. Tobie suggested that a small fee (\$50, for example) could be paid by the member's institution. The group agreed to further discussion.



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Learning Communities – Lori Greiner

Refer to written report. Lori was happy to report at the first LC leaders meeting each LC was represented.

Professional Development – Craig Woods

Refer to written report.

Retiree – Linda Benedict

Refer to written report. Celtic will start to include the Board on the retiree newsletter distribution list.

Research – Lulu Rodrigues

Refer to written report. Lulu commented on the large increase in downloads of the JAC articles. Elizabeth encouraged Lulu to work to get the JAC board's approval to charge download fee to nonmembers, given ACE's financial situation. There was a discussion about what fee to charge and how it would be managed.

Development Officer Report – Brian Meyer

Old Business

Constitution updates vote by membership timing – Linda stated she wanted to be sure the language about retirees and life members is included in the next round of revisions. Deb will provide Doug and Linda the most current version of proposed changes.

ACE Representative to the JOE Board – there were no recommendations at this time.

New Business

ACE Archivist/Curator Task Force – Joanne Littlefield expressed her interest in remaining the ACE Curator. Elizabeth suggested the following:

1. Re-appoint Joanne for another term as ACE Curator, and "normalize" the three-year term so that it begins and ends at the ACE Annual Conference, as the Development Officer position does.
2. Appoint Robert Casler, Linda Benedict, and Lulu Rodriguez as a committee to work with Joanne.
3. Present this for approval at the ACE Board meeting in August.
4. If an amendment to the Constitution is needed, add it to the list of amendments to be presented to the membership this fall.

The first matter was to clarify the role:

Special note: On Thursday, August 15 Joanne Littlefield wrote: Just a note that this position title was changed to 'Curator' in 2015, when I was appointed. This move was done to better match the curation rather than archiving aspect of the position. That is, careful consideration of what is retained and digitized moving forward, rather than archiving any and all materials. It's perhaps a subtle, but I believe important difference.



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Going forward the role will be called Curator, who will chair of the ACE Archive Task Force and report through the Retiree Director.

Linda also noted that in addition to herself, Joanne, Robert and Lulu, Donna Sheffield will be members of the task force.

Elizabeth made a motion to reappoint Joanne as ACE Curator and to normalize the term to run same as the development officer and begin at the annual conference. Linda seconded the motion. All approved and the motion carried. Elizabeth also noted to be sure the language is consistent in the bylaws and policies and procedures, as appropriate.

Doug asked for a motion to adjourn the meeting at 3:50 pm CT. Tobie made a motion. Lori seconded it. All approved and the meeting adjourned.



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Treasurer's Report

August 2019

Jeff Miller

Strategic Planning Goals

- Renew lapsed members & engage Communication's Dept. Directors
- Finance
 - Balance budget and replenish investment accounts
 - Develop enough membership dues to fund annual operations other than conference
- Planning
- Communication to committees about their budgets

Accomplishments since last report

- Met three times with Celtic to better understand operations and budget
- Met three times with former treasurer Becky Koch to understand budget
- ACE voted to raise dues to \$160 to help balance budget

Informational items

- See separate 2018-19 EOY financial report and 2019 projected budget
- Cash balances as of July 31, 2019
 - Wells Fargo Operating Account – Unrestricted: \$5,044.81
 - Wells Fargo Operating Account – Restricted: \$1,583.50
- Vanguard Accounts
 - General Investment: \$27,837.89
 - Development Fund: \$59,756.43
 - Hermance Fund: \$24,561.12
 - Total Vanguard \$110,174.14
- Current operating funds are low (\$5,044.81) as we wait for membership renewals and two windfalls: ~\$7,000 US tax refund and ~\$4,000 from Fort Valley State for work done by ACE members
- It is possible (yet not probable) that we will need to borrow again from our investment funds temporarily in order to pay current operations bills

Key Messages and Next Steps

- ACE 2019 Conference was profitable (\$11,716.14)
- New 2019-20 budget projects an overall profit of \$8,744
- Projections rely heavily on our ability to grow membership and recruit corporate sponsors

Items for Board decision/action

- Clarify board members' responsibilities for new member recruitment and corporate fundraising
- Follow up on Communicator's Handbook project



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Learning Communities

August 2019

Lori Greiner

Strategic Planning Goals

- Engage LC's and create content as topic experts
- Calendar for LC's
- Social posts on LinkedIn
- LC Webinars
- Personal Member Recruitment

Accomplishments since last report

- Conducted a LC leader call on August 1. All LCs were represented.
- Working with Deb to get LC forums established.

Informational items

- Discussed LC meeting format at conference. Kay encouraged LCs to begin planning for next year now.
- LCs were asked to review C&A categories and provide and proposed changes by Sept. 1.
- LCs would like C&A winners to be posted on LC webpages.
- No professional development has been scheduled, but LCs report that they have several ideas to pursue.
- Next LC call is scheduled for Thursday, Sept. 5, 2019.

Next steps

- Need to establish communications calendar that LCs can access so that we can get content scheduled for social media and professional development.
- Need to have LCs work on C&A rubrics.

Items for Board decision/action

- None at this time.



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Member Services

August 2019

Tobie Blanchard

Strategic Planning Goals

- Increase member engagement and communication
- Monthly emails/newsletter
- New Member Onboarding
- Introduce Local Share Program
- Lapsed members
- Develop Mentorship Program
- Personal Member Recruitment

Accomplishments since last report

- ChaNae and I met with ACE Mentorship Committee
- Gathered items for ACE Edge (Still hoping some of you will solicit member spotlights or pro tips from your colleagues)
- Talked to lapsed members in my organization about rejoining (reminding them to pay now before dues increase in September)
- Sought out two potential non-traditional new members – one is interested but hasn't joined yet.

Informational items

Next steps

- Mentorship committee to meet at end of month
- Work on new member onboarding

Items for Board decision/action

- Review mentorship program proposal (sent with report)
 - To charge or not to charge?



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ACE Mentorship Program Proposal

The ACE Mentorship Program committee is developing a timeline, guidelines and expectations for the program. The committee met on July 16 to discuss a rough framework for the program.

Purpose

The purpose of the program is to pair experienced ACE members with new or mid-career members looking for mentoring and professional growth. A mentorship program within ACE can add value to a membership, improve networking among members and create a new avenue for professional development. Deans and directors may see more value in ACE if their team members participate in additional professional development outside of the conference.

Program Timeline

- Start recruiting in December/January for mentors and mentees with detailed application to help match mentors with mentees
- Mentors will meet in spring via Zoom for on-boarding and to discuss expectations
- Mentors and mentees paired in May
- Mentors and mentees meet at June conference – small event planned for group
- Monthly interaction between pairs
- Plan four(ish) Zoom sessions throughout the program that include guided discussions and professional development topics with group
- Program wraps at the following year's conference

Program Expectations

- The goal is to recruit between 10-15 pairs for the first year
- Mentors will work with mentees to develop SMART goals to guide their partnership
- Pairs will develop a plan that includes monthly interaction
- Learning Communities would offer assistance to the program
 - Leadership and Management help recruit and develop mentors
 - Others provide insight for guided discussions and Zoom meetings

Next Steps

- Board approval to proceed with planning
- Decide if we charge mentees for the program
- Apply for ACE Professional Development grant
- Began solidifying program



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President-Elect Report
August 2019
Jennifer Alexander

Strategic Planning Goals

- Increase the prestige and participation of the C&A awards
- Industry Outreach plan
- Personal Member Recruitment

Accomplishments since last report

C&A

- Requested (via Lori Greiner) that learning communities review their C&A classes and submit any requested revisions by their September LC call. Celtic provided number of entries per class to Lori to share with LC leadership.

Industry outreach

- This is related to the “Big 5” idea of “Prioritize who to reach out to and how”. No action yet.

Personal member recruitment:

- Reviewed lapsed member spreadsheet Becky provided during our summer board meeting. Contacted one lapsed member (who then renewed and said her renewal was prompted by my contact), one retiree (declined), and two new potential members (said they would consider). The lapsed and potential members are at my university but not in my team.

Informational items

- Have one confirmed 2021 conference committee member (Chris Moran, Florida)

Next steps

C&A:

- Review committee’s recommendations and prioritize which to address with the 2020 C&A process
- Outline timeline, action steps, and responsible parties for 2020 C&A program activities. Share with Celtic, ACE board for input before finalizing and making next ask of LC leadership.

Personal member recruitment 8420 Lehigh Avenue, Suite 100, Morton Grove, Illinois 60053 | aceweb.org

- Follow up with other lapsed or potential members at my university.

Items for Board decision/action



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Vice President Report
August 2019
LaRachelle Smith

Strategic Planning Goals

- Assist with conference – including keynote speaker selection
- C&A Awards
- Industry partnership outreach
- Personal Member Recruitment

Accomplishments since last report

2020 Conference

- Action pending

Industry partnership outreach

- Action pending

Personal member recruitment

- Contacted two university marketing and communications directors

Informational items

- Maintained position as Chair of L&M Learning Community
- Conducted elections and will announce Vice-Chair and Vice-Chair-elect on August 14th

Next steps

- Pending action

Items for Board decision/action

- None



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President Report
August 2019
Doug Edlund

Strategic Planning Goals

- Create industry partnerships with government, industry and associations - Invitation campaign
- Personal Member Recruitment
- Conference committee liaison

Accomplishments since last report

- Researching leadership partnerships with NETC and NAADA.
- Reached out to former member on LinkedIn to recruit back to ACE. Member says they will rejoin.
- Written two “A Note from the President” columns for the ACE Edge.
- Met with conference co-chair Joanne Littlefield in Knoxville to discuss Chicago conference, including welcome reception locations, potential off-site tours.
- Contacted former Tyson CEO Donnie Smith regarding Chicago conference.

Informational items

- Please review recommendations from the C&A Evaluation Team, which are accompanying this report.

Next steps

- Set deadlines, milestones for steps in “Big Ideas” initiative. Set team meetings.

Items for Board decision/action

- C&A Evaluation Team recommendations, would like feedback from Board and approval to move forward.
- Potential Fall Board Meeting Dates/sites.



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**ACE Board Agenda
August 13, 2019
2:00pm CST**

- 2:00 Call to Order – Doug Edlund
Approval of June and July Meeting Minutes
- 2:05 Treasurer's Report – Jeff Miller
- 2:10 Officer Reports
 - President – Doug Edlund
 - President-elect – Jennifer Alexander
 - Vice President – LaRachelle Smith
 - Past President – Elizabeth Gregory North
- 2:20 Celtic Update – Deb Ryan
- 2:30 Director Discussion
 - Marketing – Matt Browning
 - Member Services – Tobie Blanchard
 - Learning Communities – Lori Greiner
 - Professional Development – Craig Woods
 - Retiree – Linda Benedict
 - Research – Lulu Rodriguez
 - Development Officer Report – Brian Meyer
- 2:50 Old Business
 - Constitution – timing of membership vote
 - JOE Board RepresentativeNew Business
 - ACE Archivist/Curator Task Force
- 3:00 Motion to Adjourn



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