

ASOR Board of Trustees Meeting

Hyatt Regency, Indianapolis

April 19, 2013

EXECUTIVE COMMITTEE MEETING MINUTES

PRESENT: P. E. MacAllister, Chairman; Timothy Harrison, President; Sharon Herbert, Vice President; Richard Coffman, Treasurer; Lynn Swartz Dodd, Secretary; Jennie Ebeling; Ann-Marie Knoblauch; Joe Seger; B. W. Ruffner; Andrew Vaughn, Executive Director.

ABSENT: Jane DeRose Evans; Eric Meyers

GUESTS: Susan Ackerman; Steve Dana

Call to Order by Chairman P.E. MacAllister—9:03 am.

1. Welcome by the Chair to Indianapolis.
2. Approval of Minutes from previous meeting (November 17, 2012).

It was Moved and Seconded to accept the Minutes as amended by the Secretary. PASSED UNANIMOUSLY.

3. Approval of Agenda—approved by consensus.
4. Officers Nominating Committee—Gary Arbino (report delivered by Joe Seger).
Following a robust search process, the nominating committee proposes Susan Ackerman as its nominee for President.

BE IT RESOLVED that the Executive Committee recommends that the Board of Directors accept the nomination of Susan Ackerman for ASOR President for the term January 1, 2014 – December 31, 2016. PASSED UNANIMOUSLY.

5. Treasurer's Report—Richard Coffman.

Income is \$9,000 ahead of last year \$339,000 at this time and ASOR investment accounts are up \$67,000 over last year. The Endowment Account is \$71,000 higher than last year. We are on target with budget forecasts and a budget for FY 2014 was submitted.

BE IT RESOLVED, that the Executive Committee has reviewed and committed the Treasurer's Report and Budget to the Board of Directors for their adoption. PASSED UNANIMOUSLY.

The Chairman expressed kudos to the Treasurer Richard Coffman for his excellent work.

6. Development Committee Report—Timothy Harrison

Report on FY13 Fundraising—Andy Vaughn. We are trying to expand and grow our donor base, which has nearly doubled since 4-5 years ago, while also increasing donations. As of

April 2013, ASOR raised \$350,000 plus several legacy gifts that were used as a Matching Challenge Grant. We are meeting the needs of the budgeted fellowships.

B.W. Ruffner offered his kudos to Tim and Andy for their sustained work in this campaign. Tim responded that he has found that “when you ask, people give.” The ASOR community is generous and we have exceeded our targets over the past few years.

Foundational Campaign Report—Timothy Harrison. We have received \$834,000 in pledges and gifts toward our goal of \$1,300,000, which leaves \$456,000 additional to raise.

The goals of the Foundational Campaign included expanding the number of contributors and we are on target to meet this goal of 350. We are well positioned to meet the Annual Fund target of \$110,000. The total raised this year for all programs thus far is \$320,500. There are three foci for fundraising (1) general endowment: \$550K; (2) research grants and fellowships: \$200K; (3) online digital media resources/outreach: \$250K.

Areas that require sustained attention (1) building endowment; (2) identifying new sources of donations; (3) attracting one or two additional major contributions. These could be matching challenges as a means of attracting larger numbers of more modest-sized contributions; (4) we are in the middle of the campaign and need a new chair for the Development Committee. If you have ideas for a chair or any possible donors, please tell Tim Harrison!

The President implored the Executive Committee members to keep giving because ASOR’s members need to see the Officers out front on this campaign.

7. Chairs Coordinating Council and Committee Reports—Sharon Herbert. The CCC will meet next weekend for a retreat at the Detroit Airport. The Chair is receiving Action Plans from all committee chairs. Sharon Herbert gave a report on the planned retreat in which the Chairs Coordinating Council will seek to more fully rationalize the internal organization, succession and distribution of functions among committees. Sharon Herbert reported that she will ask the chairs of the committees to revamp their Action Plans as reports for the November meeting, which is a new feature.

Tim Harrison commented that the strategic planning process included addressing the issue of overlap among committees. He expressed kudos to Sharon Herbert who is moving forward to revitalize and streamline committees.

The Program Committee put forward to the EC three nominees to replace those rotating off the committee.

BE IT RESOLVED that the Executive Committee endorses the Program Committee recommendation that Asa Eger, Stephanie Langham Hooper, and Geoff Emberling be elected for three-year terms on the Program Committee (Class of 2015). PASSED UNANIMOUSLY.

The Executive Committee received the report of the Program committee. Highlights include the increase in attendance to 921, up from 816 in 2012 and 528 in 2007. The number of abstracts received for the Baltimore meeting is 429. The current chairs of the Program Committee will step down at the end of this year, and the committee has begun advertising for new chairs. Issues that are under discussion for future meetings include timing of the

award ceremonies, research center meetings and member meetings to enable maximal participation and flexibility for session scheduling.

COP is working on the replacement of long-time editor James Weinstein. The central office is working on marketing efforts on subscriptions. A discussion of the role of sites such as academia.edu and researchgate and the ASOR publications policy ensued. ASOR efforts to encourage online subscriptions were discussed.

8. Membership Committee Report—Jennie Ebeling.

ASOR has 1523 members, which is the highest ever, versus 1511 at this time last year. ASOR has 83 paid up institutional members. The Boston office making remarkable progress on social media and there have been 5,125 “Likes” on Facebook and 12,000 unique visitors to our blog each month. News@ASOR (monthly) and ANE Today (also monthly) both launched. Membership is contributing to this effort by soliciting articles, e.g. from CAP affiliated directors; chairs of standing committees, and by writing features. A goal of News@ASOR is to build a sense of membership and participation in ASOR by sharing content our membership and with members of the public.

We now have 83 Institutional Members, each of which pay \$1000 annually..

9. Ethics Policy Task Force—Lynn Dodd. Research has been done to identify policies and comparisons with peer organizations. A process of consultation is underway and a major session at the Annual Meeting is planned for November, which will yield a publication and from which a sketch draft of a holistic policy for all of ASOR will be developed and presented for consideration to the President.

10. Friends of ASOR Initiative —A. Vaughn/Steve Dana. The start-up costs for an ASOR online and social media effort is being funded by two generous donors. ASOR is in conversation with Steve Dana about how to do this. ASOR needs to find means for these programs to become self-sustaining quickly. ASOR receives a small amount of income from people visiting the ASOR site and clicking on ads. ASOR has created a new “Friends of ASOR” category to allow a sense of participation in ASOR without any financial commitment. The benefit is that it allows ASOR to create a mailing list. Andy Vaughn encouraged Executive Committee members to forward the ANE Today to people. A goal is to develop 50,000 Friends of ASOR.

Another goal is that ASOR be given the ability to use intellectual property (talks, etc., perhaps members can donate this to ASOR) by placing it in a format that is accessible (via Internet streaming video). An example would be ASOR TV on YouTube – we have the name and the site can be filled. Members who appear in media (History Channel, Discovery, National Geographic, etc. could to ask for a 15 second spot at the end for ASOR. Members can benefit from ASOR digital and social media products, for instance, for instance by highlighting projects in Dig Opportunities listings for affiliated or new projects without cost.

There is a publications aspect of this activity. Andy Vaughn has consulted with COP Chair Chuck Jones, and as the effort matures, COP will become involved.

10. Personnel issues: Andrew Vaughn. Discussion of report received by Kelley Herlihy, ASOR Director of Meetings and Events.

BE IT RESOLVED, the Executive Committee moved to accept the recommendations of the Executive Director with respect to the request from Kelley Herlihy. PASSED.

BE IT RESOLVED, that the President shall convene an *ad hoc* Personnel Committee to work with the Executive Director to develop a job description for the new ASOR meetings position. PASSED UNANIMOUSLY.

BE IT RESOLVED, that the Executive Committee charges the President to develop the language to amend the bylaws to create a standing ASOR Personnel Committee and that the President shall report back to the Executive Committee for consideration of this language at its September meeting. PASSED UNANIMOUSLY.

11. Executive Director's Report—Andy Vaughn. ASOR has reached a plateau in a variety of domains and we need help to move forward in all the initiatives.

12. Personnel Committee Report—Tim Harrison.

A discussion about an Executive Director performance evaluation instrument ensued, including comments that it include staff input and report on progress toward clearly defined targets and goals. The Executive Committee discussed professional development in personnel management skills for the Executive Director.

BE IT RESOLVED that the President shall develop the language to amend the bylaws to change the reporting line from between the Executive Director and the Executive Committee to between the Executive Director and the President, and the President shall report back with this language for consideration by the Executive Committee at its September meeting. PASSED UNANIMOUSLY.

BE IT RESOLVED, the Executive Committee accepts the recommendation of the President that there be an increase to the salary of the Executive Director of 3% in FY 2014. PASSED UNANIMOUSLY.

13. Old Business. None.

14. New Business. None.

15. Announcements. None.

16. The Chair adjourned the meeting.