

Apereo Board Meeting, 16 September 2014

Officers:

Chair: Theresa Rowe

Secretary: Doug Johnson

Vice Chair: Jim Helwig

Treasurer: Charlie Leonhardt

Executive Director: Ian Dolphin

Called to Order: 11:03 AM EDT

Adjourned: 11:56 AM EDT

ATTENDING

Theresa Rowe, Chair

Josh Baron

Alan Berg

Tim Carroll

Ian Dolphin

Laura Gekeler

Jim Helwig

Doug Johnson

John Lewis

Alain Mayeur

Andy Wasklewicz

Absent with apologies: David Ackerman, David Kahle, Charlie Leonhardt

Absent: Lucy Appert, Susan Bramhall, Shoji Kajita

AGENDA

Review of Financial Reports -

- Update - Review of reports - Distributed through Google docs.

Approval of Minutes: 8/19/14

- Josh Baron moved, Laura Gekeler seconded. **Approved by consensus.**

ED Report (Discussion - Three Critical Issues)

- Looking for more volunteers to serve on 2015 Open Apereo Conference Committees
- ESUP
 - Should Apereo have a standing ESUP representative (named by ESUP) on the Board?
 - This role would need to be defined along with term limits in by-laws
 - Issue of balance between consortial and appointed board members relative to elected members.
 - Suggestion of adding an observer role for nascent consortia (e.g. Ibero-Latin American collaboration groups).
 - Question: Should Apereo seek to recruit members in France or should current proxy membership be further developed?
 - Decision = No: This is already a relationship of financial neutrality and mutual benefit.
- Trademark Policy
 - **Draft for Comment:** Posted in the [Apereo Documents](#) folder; some people have commented; more comments desired.
 - **In process.**

- Proposal to admit Xerte Project to Apereo incubation
 - Sponsors: University of Edinburgh, University of Hull
 - **Moved: Jim Helwig, Second: Laura Gekeler. Approved by consensus.**

Educause Event

- Board Dinner Monday: Email Ian if you are interested and he will finalize arrangements.
- Open reception: Tuesday, Hyatt. 6:30
 - Added another sponsor (University of Southern Queensland)

Pending Board Reports

- Action Item: Subcommittee - Membership Dues Structure (Ian, Doug, David, Charlie)
 - Almost has a meeting organized.
- Action Item: Subcommittee - Leveraging HE Marketing programs & students (Josh Baron, Theresa Rowe, New Board member)
 - Movement taking place in terms of developing marketing models.
- Action Item: Scorecard metrics for organizational health, leading to performance goals (Ian)

Participation Calendar:

9/29 Educause Week
 10/21 Board Call
 11/18 Board Call -
 Finalization of Nominations for Board Officers
 12/16 Board Call

Adjournment:

- **Moved: Josh Baron. Seconded: Laura Gekeler. Meeting adjourned at 11:56 AM (EDT)**

Pending Action Items

[Note: Recently completed Action Items are in **Brown** and will be removed I the next iteration of the Board Minutes]

1. **Executive Director Performance Goals** (21 January 2014)
 - Ian will draw up a draft set of performance goals; these shall be a topic of conversation for a future meeting. Theresa will approve the final set of goals.
 - Draft job description is now in review; performance goals will be drafted in light of the final job description. **[22 April 2014]**
 - Job description approved **[1 June 2014]**

 2. **Additional Position Discussion** (21 January 2014)
 - Adding an additional staff member is primarily a budget issue. Chicken-egg issue: budget for staff not really available; but the new position may be important for generating additional revenue.
 - Board will discuss this as part of the financial discussion next month. **Note: Discussed but not yet resolved.**

 3. **Discuss presence of commercial affiliates on Board** (18 March 2014)
 - There is broad agreement across the Board that the vendor viewpoint is a valuable perspective
 - How to deal with vendors and board representation should be defined and rules added to the by-laws.
 - Addressed (?) in August by adding a second vendor representative to the Board.
 - i. *Should this (two commercial affiliate members) become standard practice; or does this issue require more consideration, discussion, edits to by-laws, etc.?*

 4. **Membership/Dues Structure Subcommittee**
 - a. Membership/dues structure (Ian, Doug, David, Charlie)
 - i. donations structure including charitable contribution
 - ii. Marketing! (see Communications below)
 - iii. Target: 90 days (Sept.)

 5. **HE Marketing Subcommittee**
 - a. Leveraging HE Marketing programs & students (Josh Baron, Theresa Rowe, New Board Member)
 - i. Internships? Becoming part of the fabric of learning for HE institutions

 6. **Ian will approach current users about implications of their use of "Sakai"**

 7. **Register important service and trademarks ASAP (Ian, John Lewis)**
 - a. Add "Register trade and service marks" step to incubation process; beef up material discussing this;
 - b. Develop policy and Licensing rules.
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8. Ian will develop a scorecard of metrics for Organizational Health

- a. Performance goals discussion is tabled until Organizational Health Scorecard is developed

9. Trademark Policy

- o Draft for Comment: Need feedback to Ian by second week of Sept.
- o *Approval of policy Tabled.*