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
    o 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.
    o 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
    o Draft for Comment: Posted in the Apereo Documents folder; some people have commented; more comments desired.
    o In process.
• Proposal to admit Xerte Project to Apereo incubation
  o Sponsors: University of Edinburgh, University of Hull
  o 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
  o Added another sponsor (University of Southern Queensland)

Pending Board Reports
• Action Item: Subcommittee - Membership Dues Structure (Ian, Doug, David, Charlie)
  o Almost has a meeting organized.
• Action Item: Subcommittee - Leveraging HE Marketing programs & students (Josh Baron, Theresa Rowe, New Board member)
  o 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 in 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.
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.