

Apereo Board Meeting, 18 November 2014

Officers:

Chair: Theresa Rowe
Secretary: Doug Johnson

Vice Chair: Jim Helwig
Treasurer: Charlie Leonhardt

Executive Director: Ian Dolphin

Called to Order: 11:00 AM EDT

Adjourned: 12:03 PM EDT

ATTENDING

Theresa Rowe, Chair	Laura Gekeler
David Ackerman	Jim Helwig
Lucy Appert	Doug Johnson
Josh Baron	Shoji Kajita
Alan Berg	Charlie Leonhardt
Susan Bramhall	John Lewis
Tim Carroll	Alain Mayeur
Ian Dolphin	Andy Wasklewicz

Absent with apologies: David Kahle

AGENDA

Review of Financial Reports -

- Running deficits have been addressed resulting in a \$500,000 cash balance
- Still need to induce lapsed members to return and recruit new members

Approval of Minutes: 10/21/14

- Three minor edits made
- Moved: Tim Carroll; Seconded: Susan Bramhall. **Approved by consensus.**

ED Report

- A. Apereo (Ian) has been in conversation with JISC in UK about analytics. JISC may issue a tender covering several areas of work related to analytics.
- Ian recommends not bidding as Apereo but possibly encouraging an Apereo partner to bid.
 - There is currently no precedent for Apereo directly to function in this manner.
 - Apereo could recommend a partner, e.g. Marist, Amsterdam, Open Analytics Initiative
 - Suggestion: It is appropriate for Apereo to pursue grants; but probably not this kind of “organization to organization” contract.
 - **Response: “At this time, Apereo is not ready to undertake this kind of relationship; but we can recommend a couple Apereo partners who could take on this relationship and work.**
- B. Events
- Unconference. This has happened for the last couple years. A group is currently meeting to bring a fresh perspective to the Unconference.
 - Discussion with possible organizers/participants ongoing

- Should this conference have same priority as main conference?
- Other event options may be considered, such as regional events or a virtual/hubbed event.
- European Event
- Main Conference
 - InCommon event may be added as “Identity Day”
 - Analytics event may be created
 - Long conversation!
 - Aimed at C-level institutional administrators
 - Work with SoLAR, Open Academic Analytics Initiative
 - Possible model: European Analytics community functioning as an ongoing community of interest
 - Conference Theme
 - Possible idea: cross-conference theme that links conferences and creating a unified “direction” for the organization
 - Ian will collect ideas and suggestions from Board and will pass them along to Conference Planning Team

C. Board Officer Elections

- December 1 - Nominations due
- December 1-5 - Candidates affirm willingness to stand
- December 8-12 - Nominees circulated, votes cast (by email)
- December 16 - Board call, announce results
- December 17 - Public announcement of results
- Jenn from Concentra will take the lead organizing, communicating, and being point of contact

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:

- 12/16 Board Call
- New Year Schedule to be announced

Adjournment:

- **Moved:** David Ackerman . **Seconded:** Lucy Appert. **Meeting adjourned at 11:59 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. **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.)

 4. **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

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

 6. **Ian will develop a scorecard of metrics for Organizational Health**
 - a. Performance goals discussion is tabled until Organizational Health Scorecard is developed

 7. **Trademark Policy**
 - Draft for Comment: Need feedback to Ian by second week of Sept.
 - *Feedback slipped to deadline of 2nd week in October*
 - Approval of policy Tabled.

 8. **Draft a public statement re. Affero GPL license? (21 Oct. 2014)**
 - a. Tabled: Josh will work on this.
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9. Recommendation: Have Ian develop and send a message to Apereo Community drawing attention to and re-affirming Apereo Values. (21 Oct. 2014)

- a. This statement should be broad enough to also speak to the larger public if and when forwarded outside the Community. [21 Oct 2014]

10. i990 Review [21 Oct 2014]

- a. Suggestion: Board members are currently identify as spending zero hours. Should this be edited to avoid impression that Board is not meeting?
- b. Schedule O (Board Conflict of Interest Statements) is not there; should this be included?
- c. Question: What are next steps with this?
- d. **Board would like to see a final draft before it is filed.**