

Apereo Board Meeting, 21 October 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

David Ackerman

Lucy Appert

Josh Baron

Alan Berg

Susan Bramhall

Tim Carroll

Laura Gekeler

Jim Helwig

Doug Johnson

David Kahle

Shoji Kajita

John Lewis

Alain Mayeur

Andy Wasklewicz

Absent with apologies: Ian Dolphin, Charlie Leonhardt

AGENDA

Review of Financial Reports -

- Josh asked about Keitai project status and remaining funds;
- Laura asked about unpaid conference bills;
 - Tim noted the overall narrative spoke to no unpaid bills and wondered how to reconcile to conference bills;
 - Josh noted that the process for Concentra to reconcile can take months;
- In the absence of Charlie and Ian, these questions are **tabled** to the next meeting or to follow-on communication.

Approval of Minutes: 9/16/14

- The notes regarding the question of whether Apereo should recruit members in France was clarified to indicate that the Board's answer was "No."
- Moved David Kahle; seconded: Lucy Appert. **Approved by consensus.**

ED Report (Discussion - Three Critical Issues)

- How should Apereo deal with the current issues surrounding Quali?
 - Suggestion: Positive messaging about Apereo not negative messaging about Quali.
 - Suggestion: Communicate values of open source in light of current negative messaging.
 - Suggestion: Update current values statement
 - Suggestion: Update Values section of Apereo website
 - Suggestion: Identify and assert # projects entering incubation of evidence of success and vibrant community;
 - Suggestion: Need to reassure Apereo community. Re-affirmation of Organization and Open Source values;

- Discussion: Should we make a statement re. Affero GPL license? **Tabled: Josh will work on this.**
- **Recommendation: Have Ian develop and send a message to Apereo Community drawing attention to and re-affirming Apereo Values. This statement should be broad enough to also speak to the larger public if and when forwarded outside the Community.**
- **i990 Review**
 - Suggestion: Board members are currently identify as spending zero hours. Should this be edited to avoid impression that Board is not meeting?
 - Schedule O (Board Conflict of Interest Statements) is not there; should this be included?
 - Question: What are next steps with this?
 - **Board would like to see a final draft before it is filed.**
- **Apereo OAE Update (Josh and Nico)**
 - OAE is designed for academic collaboration;
 - User-led/design-led: development based on UI/UX feedback;
 - Multi-tenant system: each institution gets own skin, users, etc.; but multi-tenancy allows for permeability across institutions;
 - 8 major releases in the last year;
 - Multiple language translations already completed;
 - Project working to get into many access management confederations to facilitate institutional adoption;
 - Graduated as incubation project end of June 2014;
 - Current environment with multiple tenants has been up for more than a year with zero downtime;
 - Project preparing to ramp up recruitment of new users.
 - **Question:** Is there a marketing brochure available to promote OEA? **Answer:** OEA website being finalized; other promotional materials will follow.
 - **Suggestion: Marketing needs to discuss relationship between OAE and the traditional LMS.**
 - **Recommendation: Board should start using OAE.**
- **Trademark Policy**
 - **Send any last comments to Ian no later than Monday, 27 October**

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: John Lewis. Seconded: Alan Berg. Meeting adjourned at 12:03 PM (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, Alan)
 - 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.*