

# Apereo Board Meeting, Baltimore, MD. 31 May 2015

## Officers:

Chair: Jim Helwig

Treasurer: Charlie Leonhardt

Vice Chair: Lucy Appert

Secretary: Doug Johnson

Executive Director: Ian Dolphin

**Called to Order: 11:00 AM EDT**

**Adjourned: 16:45 PM EDT**

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## ATTENDING

Jim Helwig, Chair

David Ackerman

Lucy Appert

Alan Berg (online)

Susan Bramhall

Tim Carroll

Ian Dolphin

Laura Gekeler

Mathilde Guerin

Doug Johnson

Shoji Kajita

Charlie Leonhardt

John Lewis

Alain Mayeur

Absence notices: Josh Baron, David Kahle, Theresa Rowe, Andy Wasklewicz

Absent:

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## AGENDA:

### 10:30 Refreshments on 5th floor

- Settle in, ensure network connectivity, and socialize.

### 11:30 Finances

### 12:00 Lunch

### 12:30 Incubation

- Review of projects preparing to exit incubation
  - Two projects with imminent exit:
  - Board decided to postpone the decisions to approve exiting incubation until later in today's meeting.

### 12:30 Review Apereo Board Retreat 2015 - Outcomes report

- Walk through document
- Lengthy discussion of Board Health Metrics

### 1:15 Discussion of membership

- Proposed bylaw changes
- Discussion proposed text changes regarding individual membership
  - This process has been driven by Tim Carroll's "Friends of Apereo" efforts; for which the Board expresses its great appreciation <applause>.
    - Note: "Friends of Apereo" and individual membership are not necessarily the same thing. They could become the same if defined as such as these ideas move forward.

- There are lots of people “out there” who support open source but who have no “home” or identity in which to express that support.
- Explore collaboration with other organizations (Google?) with expressed interest in and support for open source
- Value proposition: What do members get (pin? certificate?) in addition to membership?
- Discuss how to engage membership (community?) in the conversation
- Announcement to and discussion by AGM this week.

### 1:30 Approval of Minutes: 03/24/15

- Moved: John Lewis Seconded: David Ackerman
  - **Approved by consensus.**
- The Report of the Board Retreat will serve as the minutes for April 2015
  - **Approved by consensus.**

### 1:45 Key Health Measures

- Prioritize initial key measures to be quantified
  - Board decided to focus on
    - Cash Balance on Hand
    - Revenue
    - Membership numbers
      - Including individual memberships
  - Other metrics of interest to work on:
    - Level of activities in projects and community (GitHub, Listservs, etc.)
      - Requires identifying sources and developing data feeds and dashboard
    - International Reach
  - Recruitment Campaign
    - Define messaging
    - Develop Board program for recruitment activities
      - Should Board members be expected to recruit new members?  
Consensus: this is not a bad idea.

### 2:30 Refreshments on 5th floor

### 2:45 Programs

- Prioritize initial future programs (activity) to be worked on
  - Promoting 100% openness
  - Brokering ideas – a ‘kick starter’ / home / community for ideas
  - Embracing the ‘vertical’ community – including teaching and learning practitioners, researchers, students, technologists, managers
  - Developing an international community
  - Leveraging extended networks
  - Nurturing a creative ‘maker’ culture
  - Providing a ‘cradle to grave’ home for OSS projects
- Identify individuals interested in leading or participating in programs
  - Need marketing and communications materials
  - How to follow up on the recommendations from Marist consultants? (On hold until after conference to determine profit/loss impact on budget)
- What efforts for recruitment are likely to have the biggest impact toward increasing membership?

- Moving forward with marketing “100% Open” campaign
- Reorganization of dues structure
  - Some issues with current structure (an artifact from the JASIG-Sakai merger) create concern about ability to recruit new members.
  - Tangled back into membership discussion

**4:00** A motion was requested to accept into incubation the three projects discussed earlier today: Learning Analytics Processor, OpenLRS, and Open Dashboard. Secondary motion to vote on these one by one. **Secondary motion approved by consensus:**

- **Motion to accept Open Dashboard into incubation:**
  - Moved: Susan Bramhall                      Seconded: David Ackerrman
  - **Approved by consensus**
- **Motion to accept Open LRS into incubation:**
  - Moved: Tim Carroll                              Seconded: John Lewis
  - **Approved by consensus**
- **Motion to accept Learning Analytics Processor into incubation:**
  - Moved: Laura Gekeler                              Seconded: Lucy Appert
  - **Approved by consensus**

**4:10 Future Conferences**

- Apereo Conference attendance in the US has declined slowly but surely. How to reverse this trend?
  - Interest in open source continues to be high as evidenced by growing portfolio of projects, growing #s off open sources projects, etc.
- Consider expanding focus away from Apereo to “100% Open” more broadly, “sponsored by Apereo.”
- Maintain connection to the vertical community: programmers through users/instructors
- Extended discussion of possible venues

**4:15 Review AGM agenda**

- State of Apereo update
- Priority Programs (output from the BOD meeting)
- BOD election
- Feedback on new individual membership

**Call for Agenda Items for July Board Call**

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**Adjournment:**

- Moved: Lucy Appert    Seconded: Consensus
  - **Approved by Consensus.**
  - Meeting adjourned at 4:51 PM (EDT)

## Information Items

### Pending Board Reports

- Action Item: Subcommittee - Membership Dues Structure (Ian, Doug, David, Charlie)
  - Almost met by phone conference in May
- Action Item: Subcommittee - Leveraging HE Marketing programs & students (Josh Baron, Theresa Rowe, Andy Wasklewicz).
  - Internships? Becoming part of the fabric of learning for HE institutions NB Josh may be prepared to speak to this item - we have movement.
- Action Item: Scorecard metrics for organizational health, leading to performance goals (Ian)

### Participation Calendar:

- Discussion around the potential for the unconference to be held in Montreal, alongside an Apereo Quebec event, are ongoing.
- Educause Annual Conference, 27-30 October. Indianapolis, Indiana.

## 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)
  - ED Performance Goals subsumed into Organisational Health Measures, subject of Board retreat in NYC in January
  - Ian will draw up a draft set of performance goals; these shall be a topic of conversation for a future meeting. Board will review, and Board Chair 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)
  - ***Tabled subject to available finance***
  - Primary thinking is a “community manager” to focus on growing existing communities (regional and others) and facilitating new communities.
  
3. **Membership/Dues Structure Subcommittee**
  - Membership/dues structure (Ian, Doug, David, Charlie)
    - i. donations structure including charitable contribution
    - ii. Met: Dec. 2014. Work continuing.