

## Apereo Board Meeting, 24 March 2015

### Officers:

Chair: Jim Helwig

Treasurer: Charlie Leonhardt

Vice Chair: Lucy Appert

Secretary: Doug Johnson

Executive Director: Ian Dolphin

Called to Order: 10:00 AM EDT

Adjourned: 11:05 AM EDT

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### ATTENDING

Jim Helwig, Chair

Lucy Appert

Josh Baron

Tim Carroll

Ian Dolphin

Laura Gekeler

Mathilde Guerin

Doug Johnson

David Kahle

Charlie Leonhardt

Theresa Rowe

Andy Wasklewicz

Absence notices: David Ackerman, Alan Berg, John Lewis, Shoji Kajita, Alain Mayeur

Absent: Susan Bramhall

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### AGENDA:

#### Approval of Minutes: 02/17/15

- Moved: John Lewis    Seconded: David Ackerman
  - **Approved by consensus.**

#### Logistics

- We have previously discussed using OAE as platform for documents, sharing, etc.
- Jim Helwig proposed that we use OAE to support document sharing during April Board retreat.
- Login using member@apereo.org email address
- **Consensus in favor of using OAE during retreat as pilot for continued use.**

#### Board Member Elections

- It's that time!
- Three members to retire from Board; may stand for reelection
- Board elections have "slipped" from late Winter to Spring to facilitate Apereo General Meeting vote to accept election results at summer Apereo Conference as required by New Jersey statute.
- There is an tabled discussion regarding size of Board. Currently 17 members; but we should have a conversation about what the "right size" might be.
- **Jim Helwig presented the motion to carry forward elections as detailed in Ian's email (appended).**
  - **Moved: Theresa Rowe; Seconded Lucy: Second.**
  - **Carried by voice vote.**

#### Executive Director's Report

- A. Much of March has been taken up with travel to the Ja-Sakai and LAK 2015 conferences, with the OpenCast event in Manchester on 25th-27th.
- B. Japan Sakai Conference
- Around 100 attended the 2015 Ja-Sakai Conference, which took place at Hosei University, Tokyo, on 9th March. I presented an update on Apereo in general, and on the work of the Apereo Analytics Initiative specifically. A private meeting with Ja-Sakai leaders agreed that the current dues levels are appropriate for Japan, and reported three new adoptions of Sakai; the Open University of Japan, Tokyo Metropolitan University, and Shibaura Institute of Technology. I raised the issue of connecting with adopters/contributors of other Apereo software in Japan, and will poll software communities for any information on same. I took the opportunity presented by my visit to Tokyo to meet with one of our commercial affiliates, Asahi Net. My thanks, as always, for the great hospitality shown by my hosts in Japan.
  - My slides for the event at Hosei are on Slideshare at <http://www.slideshare.net/IanDolphin1/introducing-apereo-and-apereo-analytics>
- C. Meetings at Columbia University
- I met with a number of projects at Columbia University. There are possibilities for engagement with our incubation process I will continue to explore.
- D. LAK Conference
- I attended the LAK Conference at Marist College in Poughkeepsie in March. The event was well attended (200+?), and featured a keynote by Chuck Severance. Apereo, and the Apereo Analytics Initiative, had a significant degree of exposure across the event, which reflected a developing shared agenda.
- E. South Africa Conference 23rd/24th March
- Chuck Severance will speak remotely on Sakai, I will speak on Apereo and Learning Analytics early on March 24th.
- F. Trade Service Mark registration/reregistration.
- Proceeding for UniTime, OpenCast, Karuta, CAS, Open Apereo, Bedework, Student Success Plan. The Open Academic Environment requires further “specimens” of use before application, which is under discussion with the Project Lead.
- G. OAE and UniTime
- Both made releases during March. The UniTime release is the first under the auspices of Apereo
- H. Keitai Residual funding - resolved.
- Will be transferred to the mobile effort incorporated into Ra11y (Sakai Accessibility) Project.
- I. GEANT Conversation
- I have held an early stage conversation with GEANT (formerly TERENA and DANTE - <http://www.geant.net/Pages/default.aspx>) regarding potential partnership work around incubation. GEANT is the European network of research networks. I am hoping to progress this further during April and May.

- J. Incubation Review
  - Is proceeding. I anticipate bringing outcomes and proposals before the board during May.
- K. Value Proposition document rework
  - [already circulated]
- L. Newsletter.
  - Lucy Appert has volunteered to edit the Apereo Newsletter, which has become a little irregular of late. My thanks to Lucy for this - it will be a tremendous help to our communications effort.

#### **Friends of Apereo Proposal (Tim Carroll)**

- Feedback on current proposal distributed by Tim earlier:
  - Create a group tasked to gather funding to create a program to recognize/reward individuals for their work and contributions to the community;
- Board members expressed support for the idea and appreciation to Tim for taking the lead on this program **<Applause>**.
- Suggestion to draw on Apereo Fellows program as model from which to draw elements
  - Recommendation: Anthony Whyte,
  - Draw on former Board Members?
  - Solicit volunteers via newsletter?
  - Call for volunteers on Apereo website?
  - Identify types of people to invite to participate
- Consider recognizing people outside Apereo organization who have been supporters/advocates
- **Overwhelming consensus in favor of moving this program forward with Tim continuing to provide leadership.**

#### **Sakai Marketing and Communications Document**

- Thanks to Dr. Mark A. Van Dyke and his students and interns for preparing this report! **<enthusiastic applause!>**
- Thanks also to Josh for his work brokering this effort **<Applause>**.
- Research and analysis of strategic communication issues faced by Sakai
- Proposed plan for addressing those issues:
  - “This plan recommends a crowdsourcing approach that leverages the communication expertise of Sakai members to provide communication services.”
  - “... also includes a crisis contingency component to help Sakai and Apereo officials prepare for and communicate in the event of an unforeseen technical or organizational crisis.
  - “... lays the framework for an affordable and sustainable communication strategy that meets Sakai’s needs well into the future.”
  - “Adoption of this plan will also continue to provide educational and professional opportunities for students and faculty in the broader Sakai community.”
- Started with Sakai; but Mark is interested in expanding to Apereo as well as to non-profit/open source organizations
  - How can we leverage that interest and make arrangements to proceed?
- Issues expressed
  - Marketing Apereo/marketing individual projects

- How does software selection work in the new technology environment, and how do we effectively market in that environment?
- Are there other schools/instructors teaching this kind of marketing course that could be leveraged to scale the program, expand research, and create collaboration
- Proposal: Advance this project
  - Schedule conference call to discuss with Mark
    - Tim, Laura, Andy, Josh expressed interest in participating in the call
    - Josh will schedule that follow-on call
- Tabled for further conversation due to time constraints

#### **Topics for April Board Meeting/Retreat**

- David Kay is interviewing Board members to identify key themes and create agenda and activities.

#### **Adjournment:**

- **Moved: Laura Gekeler. Seconded: Theresa Rowe.**
  - **Approved by Consensus.**
  - Meeting adjourned at 11:05 PM (EDT)

## Appendix: Ian Dolphin email of 3/24/2015

We're moving into the board election period, and I would like to get the appeal for nominations out by the end of March/early April. The current board members terms of office are recorded in the attached spreadsheet.

We have five "founding" members, of whom it was anticipated that three would "roll off" this year. Given that Jim and Doug were elected officers in January, it would appear logical that the other three should roll off. Any of them can stand for re-election, of course. If the meeting today could approve this, or suggest a viable alternative, this will allow me to move forward.

A note: according to bylaw, we should rotate one third of the board off per year and elect/re-elect. I do *\*not\** suggest we attempt this in 2015 (this would mean 5 rolling off rather than 3), but term expiration and remaining founding board members rolling off would allow us to stabilize around this model in 2016. (When we regard the "transition" period as complete).

I'm not unhappy with the current board numbers, but we should schedule a discussion around an optimal size for the board later in the year - the bylaws give us a great deal of flexibility.

### Current Board Members

Board Member	Year Elected	3 Year Term Ends
1 Appert, Lucy*	2014	2017
2 Ackerman, David	2013	2016
3 Baron, Josh	(Founding)	2015
4 Berg, Alan	2014	2017
5 Bramhall, Susan	2014	2017
6 Carroll, Tim	(Founding)	2015
7 Gekeler, Laura	2014	2017
8 Guerin, Mathilde	ESUP Nominee 2015	Annual Renewal
9 Helwig, Jim*	(Founding)	
10 Johnson, Doug*	(Founding)	
11 Kahle, David	2013	2016
12 Kajita, Shoji	2013	2016
13 Leonhardt, Charlie*	Appointed (Treasurer)	Annual Officers Election
14 Lewis, John	(Founding)	2015
15 Mayeur, Alain	2013	2016
16 Rowe, Theresa	Appointed (2013)	(2016?)
17 Wasklewicz, Andy	Appointed (2014)	(2017?)

## Information Items

### Participation Calendar:

- **Apereo Board Elections.** To begin later march/early April.
- Discussion around the potential for the **Unconference** to be held in Montreal, alongside an Apereo Quebec event, are ongoing.
- **Open Apereo 2015.** May 31 – June 4, 2105, Baltimore, Maryland. USA.
- **Apereo Webinars:** <https://www.apereo.org/content/apereo-events>
- **Xerte Online Toolkits.** April 8, 2015, Noon (US Eastern).
- **Educause Annual Conference 2015.** Oct. 27 – 30, Indianapolis, IN, USA. (Note: Apereo Board typically meets at this Conference; officially or socially depending on # attending).

## Pending Action Items

[Note: Recently completed Action Items are in **Brown** and will be removed in the next iteration of the Board Minutes. Changes and updates are in **Red** through subsequent Board meeting following the change.]

1. **Executive Director Performance Goals** (21 January 2014)
  - ED Performance Goals subsumed into Organisational Health Measures, subject of Board retreat in NYC in **April, 2015**
  - 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)
    - Donations structure including charitable contribution
    - Met: Dec. 2014. Work continuing.
  
4. **HE Marketing Subcommittee**
  - Leveraging HE Marketing programs & students (Josh Baron, Theresa Rowe, Andy Wasklewicz)
    - Internships? Becoming part of the fabric of learning for HE institutions
  - Report presented at March Board meeting.
    - Next stages of work starting.