2008 EDUCAUSE Annual Business Meeting Minutes
Orlando, Florida
October 28, 2008

EDUCAUSE Board of Directors Chair Dave Smallen called the association's annual business meeting to order at 5:00 p.m., Eastern Standard Time, on Tuesday, October 28, 2008.

President's Report

EDUCAUSE President Diana Oblinger reported that the association had seen positive results across all of its major metrics in 2008, including increases in membership, member satisfaction with events and services, and conference participation, as well as improvement in its overall financial position. She reviewed the association's strategic directions process, noting its culmination in four primary focus areas for EDUCAUSE: Teaching and Learning, Managing the Enterprise, E-Research and E-Scholarship, and the Evolving Role of IT and Leadership. Oblinger indicated that EDUCAUSE staff would work to ensure alignment between content development and programming efforts and the association's strategic directions. She also encouraged meeting attendees to participate in online member feedback sessions on the strategic directions scheduled for early and mid-November. Oblinger closed by discussing the association's ongoing rebranding efforts, highlighting visible examples of that work represented at the conference (e.g., the conference theme of "Uncommon Thinking for the Common Good" and related key messages banners).

Staff Reports

Oblinger asked staff members to deliver reports on the association's major programs and activities.

Professional Development and Learning Resources

EDUCAUSE Vice President Cynthia Golden provided meeting participants with key information on the 2008 Annual Conference. She noted that 45% of those attending the conference were chief information officers (CIOs) or senior IT administrators, but that nearly 30% came from other segments of the higher education community (e.g., faculty, librarians, business officers). She also highlighted the new features at the conference intended to encourage interaction and engagement, such as lightning round and point/counterpoint sessions.

Golden then provided an overview of the association's regional conferences, noting the degree to which they served IT directors, managers, and frontline professionals and facilitated dialogue and networking among institutions within a given region. She also reviewed the roster of program-related events, such as the EDUCAUSE Learning Initiative (ELI) Annual Meeting, the Security Professionals Conference, and the Enterprise Information and Technology Conference. Golden discussed the EDUCAUSE Institute programs designed to address the community's leadership development

needs—the Management Program, Leadership Program, and Learning Technologies Leadership Program. She closed by highlighting the array of content and resources EDUCAUSE makes available to its members to help them meet their professional development needs.

EDUCAUSE Center for Applied Research (ECAR)

EDUCAUSE Vice President Richard Katz reviewed the history and progress of ECAR as a major source of research for the EDUCAUSE community focused specifically on member needs. He noted ECAR's international reach as well, with approximately 13% of subscribing institutions being overseas.

In discussing ECAR's research output for the year, Katz reported it had produced 25 research bulletins, 10 case studies, and six major research reports, which addressed topics such as IT services sourcing and findings from the center's annual survey of students on their views and use of technology. He closed by highlighting the recent publication by EDUCAUSE of *The Tower and the Cloud*, a book he edited that explores the ways and extent to which cloud computing might impact higher education.

EDUCAUSE Learning Initiative (ELI)

ELI Director Julie Little reported on the success of the 2008 ELI Annual Meeting held in January. She noted that the event reached its registration capacity over a month prior to its start date and that 93% of attendees who completed the conference evaluation indicated they were satisfied or very satisfied with the event. Little attributed this high satisfaction rate at least in part to the event's innovative features, such as model learning spaces, a student content showcase, and a citizen journalism project.

Little also discussed the two ELI focus sessions held during the year. These workshop-style events covered experiential learning and learning space design (including virtual spaces). The latter event, held in the spring, was the first ELI focus session conducted completely online. Little noted that reported participant satisfaction levels for both events were high, with 91% of spring session participants indicating they would participate in another online focus session and 90% of fall event participants identifying themselves as satisfied or very satisfied with the experience.

Little closed her report by encouraging meeting participants to get involved in the EDUCAUSE Teaching and Learning Challenges project. She highlighted the effort as an ELI experiment in interaction and community-generated content. Little noted that a central focus of the project is to identify the top challenges institutions are facing in terms of teaching, learning, and technology and to initiate collaborative efforts among community members to address them.

EDUCAUSE Policy Program

EDUCAUSE Vice President Mark Luker opened his report by presenting the policy program's new guiding principles, which are intended to help the program ensure that its efforts effectively represent the views and needs of the EDUCAUSE community. Application of those principles to the current higher education and technology policy

environment led the program to identify four areas of emphasis: national broadband access, network neutrality, appropriate use of peer-to-peer networks, and cybersecurity.

Luker also noted policy program efforts to represent the community's views in the negotiated rulemaking process for implementation of the Higher Education Opportunity Act (HEOA). He explained that the HEOA included provisions addressing college and university efforts to combat unauthorized file-sharing and promote legal alternatives. Luker indicated that EDUCAUSE was preparing to participate in negotiated rulemaking if the U.S. Department of Education chose to develop the regulations for implementing the act in that fashion.

Luker closed his report by highlighting the policy program's long-standing efforts to advocate on behalf of a national broadband strategy and the potential for concepts EDUCAUSE has supported to appear in the policies of the next presidential administration.

Treasurer's Report

Current EDUCAUSE board treasurer Scott Siddall reported that the attendance at the 2008 annual conference represented a 9% increase over the previous year and a 23% increase over the 2006 conference. He noted that conference revenues were on track to exceed expenses, yielding another financially successful event.

Discussing the association's investment portfolio, Siddall reported that EDUCAUSE had experienced an unrealized loss on its investments of 10% due to the impact of the financial crisis on the investment market. However, he highlighted how this compared favorably with the 32% loss in the Standard and Poor's 500 market index. Siddall indicated that the unrealized losses posed no threat to the association's financial well-being; EDUCAUSE has appropriate financial reserves and budgeting policies that keep expenses in line with revenues. He noted, though, that staff continue to actively monitor the association's investments and finances for any necessary shifts in approach.

Siddall concluded his remarks by confirming that the board had approved the 2009 budget, which included a modest 1.9% increase in EDUCAUSE dues based on the core rate of inflation at the time the budget was prepared.

Nominations Committee

Nominations Committee chair Linda Deenen identified the new board members whose four-year terms would start in January 2009: Joel Cooper of Carleton College and Ted Dodds of the University of British Columbia were elected to the board by the membership in September, and the board selected Brad Wheeler of Indiana University at its annual conference meeting as the new appointed member.

Deenen also noted that the nominations process for the 2009 elections (to fill board seats for 2010) was already open. She indicated that nominations for potential board candidates were due by February 1, 2009, via an online form at www.educause.edu/governance.

New Business

Smallen announced that the board officers for 2009 would be Lucinda Lea, chair; Tracy Mitrano, vice chair; Carrie Regenstein, treasurer; and Tom Maier, secretary. Hearing no new business from the floor, he turned the meeting over to Oblinger for final comments.

Adjournment

Oblinger asked meeting participants to remember the association's key messages emphasizing responsiveness to member needs and "uncommon thinking for the common good." She thanked the participants for attending and contributing to the community dialogue, and she invited participants to send any further comments or suggestions to her at doblinger@educause.edu.

With that, Oblinger returned the floor to Smallen, who adjourned the meeting at approximately 6:15 p.m., Eastern Standard Time.