

2009 EDUCAUSE Annual Business Meeting Minutes

Denver, Colorado

November 3, 2009

Call to Order

- EDUCAUSE Board of Directors Chair Lucinda Lea called the association's annual business meeting to order at 5:20 p.m., Mountain Standard Time, on Tuesday, November 3, 2009.
- Lea invited EDUCAUSE President and CEO Diana Oblinger to open the organizational reports for the year.

2009 Accomplishments—Diana Oblinger, President, EDUCAUSE

- Oblinger reviewed the feedback received from members last year on member needs and interests, and how that input influenced the association's strategic directions.
- She then highlighted the growth in the association's membership since last year, which included increases in both institutional and corporate members.
- Oblinger informed members about the completion of the EDUCAUSE corporate strategy, which reflects a more inclusive approach to engaging corporations and other organizations in the EDUCAUSE community.
- She noted the various ways in which members can have input into EDUCAUSE plans and projects, including online member update sessions as well as surveys and polls conducted throughout the year. Oblinger also highlighted the ways in which members can volunteer for association events and activities.
- Oblinger described EDUCAUSE's key functions as educating, analyzing, advocating, and convening, and she discussed the different ways in which EDUCAUSE accomplishes each (e.g., in terms of educating members, EDUCAUSE develops publications, conducts professional development events, and so forth).
- Oblinger reported on the national honors received by *EDUCAUSE Review* this year; she also discussed the transformation of *EDUCAUSE Quarterly (EQ)* into a fully online publication.
- Oblinger noted the expansion of the *7 Things You Should Know About...* emerging technology briefs series to encompass a broad range of higher education IT issues in addition to its original focus on teaching and learning with technology.
- Oblinger reported that EDUCAUSE had updated its website to make it more informative, engaging, and easier to navigate.
- She also informed members that EDUCAUSE is in the process of implementing Domain Name System Security Extensions (DNSSec) for the .edu domain.
- Oblinger reported that EDUCAUSE had joined InCommon as part of its support for federated identity management efforts in higher education.

- Oblinger concluded her initial remarks by drawing members' attention to the range of experimentation EDUCAUSE had conducted over the course of the year; relevant innovations included:
 - Piloting an alternate reality game at the EDUCAUSE Learning Initiative (ELI) 2009 Annual Meeting to highlight the potential value of such approaches to teaching and learning.
 - Increasing the use of social media, such as Twitter and Flickr, to facilitate communication with and among members.
 - Implementing a "market research night" at the 2009 annual conference to spur more dialogue with corporate providers about higher education needs.
 - Piloting "unconference" activities at the EDUCAUSE 2009 Thursday night social event to facilitate knowledge-sharing and networking among participants.
 - Developing a local hosting kit for institutions to use in conducting professional development events on campus in conjunction with online EDUCAUSE events and/or using EDUCAUSE content.
 - Providing more hybrid and online events, such as EDUCAUSE 2009 Online, the first online companion event to the association's annual conference.
 - Supporting community-driven dialogue and content development through efforts such as the EDUCAUSE Teaching and Learning Challenges project.

Branding—Garth Jordan, Vice President for Operations, EDUCAUSE

- Oblinger invited Jordan to the stage to discuss the EDUCAUSE rebranding effort.
- Jordan noted that a "brand" isn't a color or logo, but rather the member's experience or view of the organization and what it means.
- Jordan highlighted the wide array of logos EDUCAUSE previously used to identify its various programs and services. He noted that member feedback indicated that this created a confusing environment for members.
- He reported that EDUCAUSE has begun to adopt a consistent brand identity across its programs and services as part of an ongoing rebranding effort.
- In addition to achieving a consistent, coherent brand identity, Jordan noted that EDUCAUSE would strive to extend this consistent perspective to its web site, across its publications, and so forth. Ultimately, the goal would be for the EDUCAUSE brand to evoke a consistent, positive experience for members across everything the association does.
- He presented an array of EDUCAUSE logos based on the new brand identity already in use at the conference.
- He also informed members about the recently implemented service through which they can order shirts and other items bearing the EDUCAUSE logo.

Teaching, Learning, and Professional Development—Julie K. Little, Senior Director of Teaching, Learning, and Professional Development, EDUCAUSE

- Oblinger invited Julie Little to report on EDUCAUSE professional development efforts.
- Little reiterated in greater detail the ways in which EDUCAUSE has experimented with enhancing the member experience at EDUCAUSE events, including the introduction of ribbon bars, an alternate reality game at the ELI Annual Meeting, and so forth.
- Little also highlighted again the innovations introduced at the 2009 annual conference to help members have a more interactive, engaging networking and professional development experience, such as the Thursday night “unconference” activities and the integration of social media into the conference.
- Little discussed plans for the EDUCAUSE regional conferences in 2010, highlighting the volunteer opportunities for those events.
- She highlighted the EDUCAUSE Institutes leadership development programs, noting in particular the “new IT managers” seminars piloted with NERCOMP that EDUCAUSE plans to extend to other conferences.
- Little introduced the new director of ELI, Malcolm Brown, and the new associate ELI director, Veronica Diaz.
- Little reported on the innovative efforts conducted by ELI over the course of the year, including the online fall focus session which piloted many of the technologies, processes, and features incorporated into EDUCAUSE 2009 Online.
- She reviewed the history and development of the Teaching and Learning Challenges project that started last fall and remains ongoing, noting the project’s emphasis on member-driven activities and member-created content.
- Little then highlighted plans for professional development events in 2010, such as the hybrid Enterprise 2010 conference that will entail online and face-to-face sessions held throughout the year.

Center for Policy Analysis and Advocacy—Greg Jackson, Vice President for Policy and Analysis

- Oblinger asked Jackson to come to the stage to report on the policy and analysis program.
- Jackson discussed the diverse history of EDUCAUSE policy efforts, noting that networking policy efforts focused at the federal level have been dominant over time.
- He also noted, however, that EDUCAUSE has historically engaged in a broad array of policy efforts, and that moving forward the program will give more consideration to the wider spectrum of policy areas in which it needs to engage to best serve member interests.

- Along those lines, Jackson reviewed the major policy areas currently of greatest relevance to the EDUCAUSE community (networking, identity and authentication, privacy and security, and intellectual property) in relation to the various dimensions across which higher education policy is developed and pursued (legislative and regulatory, interstitial and collaborative, campus).
- He noted that in thinking about topics and dimensions, there are two key considerations:
 - What points of intersection in the policy space are truly important to higher education?
 - Which are areas in which EDUCAUSE can truly have a significant impact?
- Jackson stated that the policy and analysis program will be working in 2010 to answer those questions and thus identify where it can maximize its impact in service to EDUCAUSE members and higher education generally.

EDUCAUSE Center for Applied Research (ECAR)—Richard N. Katz, Vice President

- Oblinger invited Richard Katz to report on ECAR's activities for the year and its plans for 2010.
- Katz noted that ECAR is a subscription-based service; he then highlighted that ECAR has nearly 500 subscribers, the majority of which are doctoral or master's level institutions. However, Katz also drew attention to the fact that the ECAR subscriber population includes a significant percentage of international institutions as well.
- He then highlighted the volume of research publications ECAR produced over the course of 2009, which included four major research studies, twenty-five research bulletins, and ten case studies.
- Katz discussed ECAR's 2010 research agenda, noting that upcoming research studies would focus on green IT, adapting to higher education's new economics, the current state of identity management, and student views on IT. He also indicated that research bulletin topics would include leveraged procurement, cloud sourcing, and electronic records management.
- Katz recognized the ECAR fellows who conduct ECAR's research efforts, noting the diversity and experience the team brings to ECAR's work.

Treasurer's Report—Carrie Regenstein, Treasurer, EDUCAUSE Board of Directors

- Oblinger asked EDUCAUSE Treasurer Carrie Regenstein to present her report to the membership.
- Regenstein noted that, based on preliminary figures, EDUCAUSE 2009 drew 3768 paid attendees, representing an 18% decline from the previous year. However, she reported that many other conferences had seen attendance declines of 40-50%, so

EDUCAUSE had experienced fairly significant success in light of the economic downturn.

- She also highlighted the over 270 registrations generated by EDUCAUSE 2009 Online, leading to an estimated 2,000 additional participants in conference-related activities.
- Regenstein acknowledged the success of the EDUCAUSE staff in terms of cost containment in relation to the annual conference.
- Regenstein reviewed the 2009 budget picture, noting that EDUCAUSE expected to achieve breakeven for the year.
- She then reported that the board had approved the budget for 2010, which includes a 2% increase in dues.

Nominations Committee Report—William Hogue, Chair, EDUCAUSE Nominations Committee

- Oblinger invited EDUCAUSE Nominations Committee Chair Bill Hogue to report on the outcome of the board elections process for 2009.
- Hogue encouraged members in attendance to consider volunteering for EDUCAUSE advisory committees such as the Nominations Committee, noting the value of the experience in terms of engaging with a broad array of talented, knowledgeable peers.
- Hogue reported that David Lassner of the University of Hawaii and Pattie Orr of Baylor University were elected to the board for four-year terms starting in January 2010.
- In addition, he noted the appointment of Rio Salado College President Linda Thor to the board as an at-large member, with her four-year term also scheduled to begin in January 2010.
- Hogue identified Gordon Wishon (University of Notre Dame), Lucinda Lea (Middle Tennessee State University), Dave Smallen (Hamilton College), and Reid Christenberry (Georgia Perimeter College) as the incoming Nominations Committee members for 2010. He also reported that Ellen Waite-Franzen (Dartmouth College) will succeed him as committee chair in 2010.

New Business

- Lea asked for any new business from the floor.
- Hearing none, she moved to report on the new board officers for 2010:
 - Ted Dodds, University of British Columbia, Chair
 - Carrie Regenstein, Carnegie Mellon University, Vice Chair
 - Tom Maier, Georgia Institute of Technology, Secretary
 - Brad Wheeler, Indiana University, Treasurer

Adjournment

- Oblinger asked the other EDUCAUSE board members in attendance to stand and be recognized.
- She also thanked Lea for her great service as chair over the course of 2009.
- Lea thanked the members in attendance for participating in the annual business meeting, which she then adjourned at 6:07 PM, MST.