

# Minutes of the Regular Session of the EDUCAUSE Board of Directors

June 20-21, 2017, Louisville, CO

## Attendance

- **Board members attending:** Diane Graves, Reggie Henry, Bill Hogue (Treasurer), Barron Koralesky, Ron Kraemer, Edward Leach, Joseph Moreau, Michele Norin, John O'Brien (President and CEO), Kay Rhodes (Secretary), Tracy Schroeder (Chair), Jack Suess (Vice Chair)
- **Board members absent:** Eric Denna
- **Staff attending:** Joanne Dehoney, Susan Grajek, Thad Lurie, Stacy Ruwe; Karen Mateer
- **Guests:** Howard Pfeffer and Ana Hunsinger, Internet2 (Tuesday lunch); Alaa Taha, Roumani Consulting (platform topic), and George Pernsteiner, State Higher Education Executive Officers Association (SHEEO) (Wednesday lunch)

## Call to order

Board Chair Tracy Schroeder called the meeting to order at 1:26 p.m. MT and announced that a quorum of directors was present. Following the introductory lunch with Internet2 executives Howard Pfeffer, the new president and CEO, and Ana Hunsinger, vice president of community engagement, Schroeder officially welcomed everyone to the meeting, with special recognition of Barron Koralesky as a new board member. O'Brien noted that Karen Mateer will be joining future board meetings to help with minutes and with better communicating board activities to staff and to the community.

Schroeder noted that in addition to regular agenda items, this board meeting will focus on two topics: personalization and platform model strategy for EDUCAUSE.

## Approval of the Consent Agenda

The board unanimously approved the consent agenda consisting of the following motion:

The EDUCAUSE Board of Directors approves the EDUCAUSE leadership team's proposal to the oversight agency for .edu administration, the National

Telecommunications and Information Administration (NTIA), to increase the .edu registration fee based on the demonstrated total cost of ownership (TCO) for .edu administration, and to maintain the fee level on a TCO basis in subsequent years.

## President's Report

CEO John O'Brien provided a summary of his activities and outreach for the trimester and also confidentially shared the names of the three individuals who will be recognized with the 2017 EDUCAUSE Leadership Award, Community Leadership Award, and Rising Star Award.

Members of the executive team provided a brief overview and status of operational activities and achievements, recent grants activity, and recent strategies to engage our members more effectively. As part of his report on the .edu project, Lurie noted that progress has fallen behind schedule because of the vendor's difficulty in meeting our requirements related to the Department of Commerce. The board expressed their appreciation to staff across the organization who contributed to the progress on the web site and the enhancements made to improve the member experience.

## Strategic Priorities Updates

Members of the executive team provided key updates on the new EDUCAUSE strategic priorities:

- **KPIs:** Vice President Stacy Ruwe presented an update on the KPI project and an overview of the KPIs-at-a-glance, with the recommendation that we align impact metrics with strategic priorities for areas such as member satisfaction and engagement.
- **Personalization:** Ruwe reported on recent progress in the development of a framework and strategy for improving data quality and reporting. She also gave an update on the rollout of the new EDUCAUSE membership model, highlighting several enhancements being implemented and noting that as of the June board meeting, we are on track to meet the stated goal of retaining more than 90 percent of our current members following the implementation of the new dues structure.
- **Reimagine Professional Learning:** Vice President Susan Grajek updated the board on the status of Connect Events. Grajek noted that the role of Connect will be considered in developing a regional strategy, one of the initial goals for the senior director for professional learning who will start this summer. Grajek also presented a new approach to assessing event satisfaction.

- Partnerships and collaboration: Vice President Joanne Dehoney reviewed recent efforts to identify and explore partnership opportunities with our peer organizations, noting that AIR will join NACUBO as a co-sponsor for the 2018 Enterprise IT Summit.
- Diversity, Equity, and Inclusion: Dehoney also updated the board on progress with the DEI project, including feedback from various staff and member-based focus groups conducted by a third-party. We will hold a DEI expert panel event in August.

## **Personalization**

Vice President Thad Lurie provided an update on recent progress for our personalization strategy, illustrating an updated personalization framework and corresponding activities over the next three years. He then led the group in a carousel activity focusing on four components of personalization: Member and Digital Experience; Conference Experience; Professional Learning; and Success metrics. Ideas from the activity centered on the themes of affinity, crowd-sourcing, just-in-time information re: programming and conference sessions, and mentor mapping.

## **Recess and Reconvene**

At 4:30 p.m. MT Schroeder called the meeting in recess until the following day. She reconvened the meeting at 8:00 a.m. MT on Wednesday, June 21.

## **Platform Workshop**

Alaa Taha, digital strategist from Roumani Consulting, led the group in a discussion and small group exercise on a platform business strategy with the goal of identifying the value propositions for the association to consider going forward.

## **Lunch Discussion**

During lunch on Wednesday, the board heard from George Pernsteiner, outgoing president of the State Higher Education Executive Officers Association (SHEEO), with his reflections about and predictions for the system sector of higher education.

## **Treasurer's Report**

Stacy Ruwe presented the association's standard financial reports, noting that we received a clean audit with no management comments. She reviewed the trimester financial reports

as well as the Form 990, recommending its approval. Hogue moved and Henry seconded the following motion to approve the 2016 Form 990:

Be it resolved that the 2016 Form 990 is approved by the EDUCAUSE board.

The motion was passed unanimously.

## **Nominations Committee**

Nominations Committee Chair Andrew Bonamici joined the meeting via video to describe the nominations and selection process for determining eight semi-finalists recommended by the committee. After a discussion with the board and the executive team, the board entered executive session at 3:20 p.m. MT to discuss the nominees and select the four finalists to appear on the ballot in the coming election to replace the two members whose board service will end after the 2017 Annual Conference. A motion was made by Schroeder, seconded by Hogue, and passed unanimously to place the following four names on the ballot for the 2017 election.

- Steve Burrell, Northern Arizona University
- Keith McIntosh, University of Richmond
- Carol Smith, DePauw University
- Sue Workman, Case Western Reserve University

The board decided to fill the two-year vacancy that will be created when Eric Denna vacates his directorship effective October 31st, electing to make a replacement appointment in September after the results of the 2017 election are available. In September, the board will also consider additional at-large appointments as appropriate.

The board completed executive session at 3:29 p.m. MT and resumed the regular meeting.

## **Adjournment**

Schroeder adjourned the business meeting of the board at 3:30 p.m. MT. The board entered a second executive session at 3:35 p.m. MT. Executive session concluded at 3:45 p.m. MT.