EDUCAUSE Board of Directors Chair David Lassner called the association’s annual business meeting to order at 5:00 p.m., Eastern Standard Time, on Tuesday, October 18, 2011. After reviewing the agenda, he turned the meeting over to EDUCAUSE president Diana Oblinger

**President’s Report**

EDUCAUSE President Diana Oblinger reiterated the four functions of EDUCAUSE: to educate, analyze, advocate, and convene, and noted several highlights from the year’s activities:

- The organization is growing in membership, conference attendance, and innovation. The 2010 annual online conference participation was close to 2,000, up from 1,500.
- Three new hybrid events were offered this year, at ELI, the West/Southwest Regional Conference, and the Security Professionals Conference.
- A Tech Boot Camp and Minute Mentoring were offered as new program activities.
- Several recent initiatives are under way, including:
  - the Advanced Core Technologies initiative (ACTI), which is completing its first full year of activity;
  - The EDUCAUSE Center for Applied Research (ECAR) is constantly striving to improve and has a new methodology and a new look.
  - This year’s Mobile Sprint spanned 5 days, engaged 100 speakers, commenters, etc., garnered 13,000 page views, and included 18 participating countries;
  - The EDUCAUSE Review is again an award-winning publication.
  - The Association is growing its collaboration with other organizations: Project Management Course/Certification (reduced rates for EDUCAUSE members) Gartner (ECAR), and the Gates Foundation (education and outreach in analytics).
  - This year’s E11 conference is again both on-site and online, with record numbers in attendance. We’re at 106 percent of the revenue goal, with 266 corporate exhibits (and 50 waitlisted).
- Projects coming into focus in the coming months:
  - Analytics for higher education to support decision making and operations. An expert panel will be convening to discuss a project. An ECAR study, a Summit, and a Mobile Sprint will be devoted to this topic;
  - Making the Case with IT. The organization will emphasize ways in which IT is used to address the big problems on college and university campuses;
  - Redesign of the EDUCAUSE website. Oblinger encouraged members to give feedback as the new site is developed.

**Staff Reports**

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

**Teaching, Learning, and Professional Development – Julie Little**

EDUCAUSE Vice President for Teaching, Learning, and Professional Development Julie Little talked about the major initiatives in her division, noting that they look very seriously at the feedback data from conferences so that events can continue to improve.

- Several new online, hybrid, and webinar programs came onboard this year. The association is continually learning about hosting these events and feedback is positive.
• An EDUCAUSE Speaker Concierge has been started to help speakers and presenters improve the quality of their presentations, and the EDUCAUSE On-Campus kits offer easy-to-use templates for local program planning.
• The PD group has developed a “wayfinding grid” that offers a way to look at all educational development offerings across the spectrum of a person’s career.
• Seven new discussion and constituent groups have formed.
• Ten awardees received Ryland Fellowships and Balestri Scholarships to attend EDUCAUSE leadership programs.
• Previewing 2012, PDLR will emphasize mentoring and coaching programs.
• The EDUCAUSE Learning Initiative (ELI) achieved an 8 percent membership increase, and a 22 percent increase in the annual conference in Washington, D.C. This was the first hybrid conference with 111 institutions registering.
• The 2012 ELI face-to-face and online conference will be held in Austin, Texas, and will offer two new initiatives: a CIO/Senior IT Leader Roundtable and an ELI Leadership Roundtable.

**EDUCAUSE Policy Program – Greg Jackson**

EDUCAUSE Vice President for Policy Greg Jackson reported on the changes and activities in the policy division.
• The division is now fully staffed and working on a variety of issues in the areas of accessibility, e-learning, accountability, intellectual property, networking and communications, and privacy and security.
• He discussed several online resources, including the Policy Digest, which has gone from 60 to over 800 subscribers very quickly.
• The policy group has been doing advocacy with the U.S. Department of Education on issues such as e-learning and accessibility, and has been brokering conversations with the National Federation for the Blind (NFB) and Google and Microsoft.
• The group is also working on common educational data standards, and dealing with agencies on a national strategy for trusted identities.
• The policy group actively organizes and disseminates information relating to its six main focus areas, as well as the Advanced Core Technologies Initiative (ACTI), and participated in or hosted several invitational meetings.
• In 2011, the policy group launched a reconstituted Network Council and a reconstituted Campus Policy Working Group, as well as a new Government Relations for IT Forum.
• Jackson reminded people to let him know about the issues the membership is concerned about.

**Data, Research, and Analytics – Susan Grajek**

EDUCAUSE Vice President for Data, Research, and Analytics Susan Grajek presented highlights of the ECAR.
• So far this year, ECAR has 477 subscribers.
• After hearing from the membership, the upcoming research will focus on student technology use; cross-institutional collaborations; analytics; service catalogs, benchmarking user satisfaction; preliminary research being done on research commuting; and core data spotlights—these will occur monthly as a way of connecting the dots from the research gathered.
• The association has a new agreement with Gartner, and Grajek showed a short film with opinions from the members about how IT can and should be a game changer.
• There are 818 contributing institutions for the Core Data Service. A major member-led redesign has resulted in more content, a different, modular format, and more options for managing institutional participation. As with any major redesign, there were some hits or misses, but 3-to-1, members feel the redesign was moving in the right direction.
• From the IT panel drawn from the membership, several themes emerged. The top three IT issues are:
  o Integrating IT with the strategic mission of the institution;
  o Using analytics to support critical institutional outcomes such as student success; and
The “consumerization” of IT.

Grajek gave a short preview of the analytics and benchmarking projects.

Next Generation Learning Challenges (NGLC) – Ira Fuchs

Ira Fuchs, executive director of Next Generation Learning Challenges, updated the group on the work of NGLC, a collaboration led by EDUCAUSE in a partnership with the Gates Foundation. Other partners include the League for Innovation in the Community College, the International Association for K-12 Online Learning, the Council of Chief State School Officers, and the William and Flora Hewlett Foundation.

- In many ways, NGLC sees itself as a response to crises in the education system, which is not bringing enough students to the finish line.
- NGLC is about investing in innovation, multiplying impact, building an evidence case, and creating communities of practice to accelerate adoption; in other words, systemic change.
- In Wave I, 29 grants were made for about $10M.
- In Wave II, NGLC focused on K-12 education, especially the grades 7 through 9.
- In Wave III, announced October 5, 2011, the call is for school and college models that leverage technology to increase student success at equal or lower costs. The amount is $12 million, split equally between K-12 and higher education: 20 $150K incubator grants for middle/secondary models (with $300K challenge match to follow) and six grants of up to $1M for higher education models.
- Ira noted that NGLC now has six staff members.

Operations – Garth Jordan

EDUCAUSE Vice President for Operations Garth Jordan was invited to the stage to discuss the work of his division, which is devoted to improving the member experience in EDUCAUSE.

- Feedback from the membership indicated that it was hard to find what they needed on the EDUCAUSE website.
- A web site redesign is underway, with 3,000 hours devoted to the task so far, and 9,000 more to go.
- Unlike the last redesign, this is being undertaken as a phased approach. Starting tomorrow (October 19), usability testing will begin with selected members who are devoting their time as a focus group. A usability test has also been offered the conference.
- The plan is to launch the main site in Q1 or Q2 of 2012. Plans are also under way for a redesigned EDUCAUSE Review microsite for Q2 of 2012, as well as a new conference website.
- Jordan recapped the hundreds and thousands of hours that go into making the conference events successful, with an 88 percent satisfaction rate.
- EDUCAUSE Review will become the “brand” publication of EDUCAUSE, unifying EDUCAUSE Review, EDUCAUSE Quarterly (which will cease publication), “EDUCAUSE Now,” and other media. EDUCAUSE Review will continue as a print publication with a circulation of 20,000-plus.

Treasurer’s Report

Current EDUCAUSE board treasurer Brad Wheeler reported that EDUCAUSE is very healthy organization. The attendance at the 2011 annual conference included 3,923 full paid attendees, a 13 percent increase over the previous year. The association budgeted for a lean year and expects to achieve a modest positive operational net income. Looking to the 2012 budget, a modest increase in dues is planned, as the philosophy has always been to keep the association cost-effective. No dues increases are budgeted for any of the other initiatives, ACTI, ELI, or ECAR.

Nominations Committee Report
Dave Smallen, chair of the Nominations Committee, reported that the committee received 81 nominations this year, and used various evaluative methods to cull that down to present the slate to the full board. He presented a nominee summary, and announced the newly-elected board members: Susan Metros from the University of Southern California; Brian Voss from the University of Maryland. The new board member-at-large is Kara Freeman from the American Council on Education. Smallen announced the call for nominations for the 2012 election and promoted the link to the online nomination form.

**New Business**
David Lassner returned to the lectern to handle new business before the organization. There was no new business. Lassner announced the newly elected Board officers for the coming year:

- Chair—David Lassner
- Vice Chair—Bradley Wheeler
- Secretary—Richard Northam
- Treasurer—Debra Allison

Lassner again thanked the membership for their participation in this, the most important week for EDUCAUSE.

**Adjournment**
Diana Oblinger thanked the participants for attending and contributing to the community dialogue, and invited participants to send any further comments or suggestions to her at doblinger@educause.edu. With that, Oblinger adjourned the meeting at approximately 6:00 p.m., Eastern Standard Time.