

Executive Board Meeting
Friday, July 22, 2005, and Saturday, July 23, 2005
Blackstone Room, Westin Hotel
Providence, Rhode Island

APPROVED

- Present:** Laurian Unnevehr, Per Pinstруп-Andersen, Jon Brandt, Harry Kaiser, Ron Mittelhammer, Richard Sexton, Susan Capalbo, Sally Thompson, Alan Randall
- Ex-officio:** Yvonne C. Bennett, Executive Director
- Guests:** Matt Holt, Steven T. Buccola, Jill McCluskey, Marilyn Moehlmann, Terri Haffner, Maarja Kolberg
Saturday guests: Ian Sheldon, Stephen Swallow, George Frisvold, Bruce McCarl

Laurian Unnevehr called the meeting to order at 8:50 a.m.

- I. Unnevehr welcomed the Executive Board, the Executive Director and staff.
- II. **Agenda review and approval**—The Board reviewed the agenda and had no comments.
- III. **Approval of April 19 and May 26, 2005, minutes**—In the May 26, 2005, minutes, in bullet 2, the first sentence should read “Discussion was had regarding the current editors’ suggestions regarding the negotiation of tasks involved in offering the positions to these two gentlemen.” **Jon Brandt moved to approve April 19 and May 26, 2005, minutes as amended and Harry Kaiser seconded. Motion carried.**
- IV. **Executive Director update**
 - A. **2005 Annual Meeting**—The Executive Director, Yvonne C. Bennett, gave an update on the meeting registration numbers, sponsorship updates and a very tentative financial projection.

Total number of projected sessions at this year’s Annual Meeting is 221 sessions, to include seven principal papers, 77 organized symposia, nine free sessions and 128 selected papers.

Terri Haffner, Membership and Association Services Manager, reported on a recent survey regarding the paper submission process. Haffner reported that of the 264 respondents, 57% found the submission process to be no problem at all or had no opinion. One of the major efforts was the development of the Annual Meeting Submission Process Guidebook. Sixty-seven percent of the survey respondents used the guidebook. Fifty percent found the guidebook to be helpful or very helpful.
 - B. **2006 ASSA Meeting in Boston**—The meeting will take place at the Westin Hotel in Boston, MA, January 6-8, 2006. Per Pinstруп-Andersen serves as the program coordinator and has built the program around the works of T.W. Schultz. Among others, Bob Evanson and Wally Huffman were the organizers of the T.W. Schultz dinner event. There are six sessions scheduled.
 - C. **AAEA service agreements**—Bennett provided the Executive Board with a summary of AAEA staffing costs to operate the AAEA Business Office based on the 2005-2006 budget in order to better evaluate the service agreements we have with ACCI, AERE and WAEA. All three agreements are scheduled for renewal in 2006.
 - D. **AAEA administrative services**—Bennett provided the Executive Board with data regarding staff time spent over the past fiscal year in providing accounting and administrative services to C-FARE and the Foundation. The most significant amount of staff time and effort spent for these two groups is

in the area of accounting and bookkeeping services.

E. **Technology audit**—At the January Board meeting, Bennett and Haffner were directed to conduct a technology audit to address systems integration concerns in the Consensus Management Group’s management audit of the AAEA Business Office operations. Due to the lack of technical capability to perform such an audit within existing staff, an IT consultant has been contracted to assist with this technology audit. Bennett requested that the Executive Board approve funding for the technology audit. Item was tabled until Saturday morning in order to have staff prepare additional information for the Board.

V. **Financial update**—Marilyn Moehlmann, Accounting Manager, reviewed the financial statements with the Executive Board including the independent auditor reports. The auditors reported that the financial position of AAEA and the results of its operations and cash flows are in conformity with generally accepted principles. In addition, Moehlmann shared the section account balances, the overhead hourly rates and the 2005-2006 First Quarter financial results with the Executive Board.

In response to the Executive Board’s January directive, Moehlmann reviewed the current investment policy of the Association and recommended that we retain the policy as is.

VI. **Consent agenda**—The following items were listed in the consent agenda:

- A. Human resources items
 - 1. Merit Resources contract
 - 2. Sarbanes-Oxley Compliance
- B. 2008 AAEA Annual Meeting
- C. Status on AAEA Sections
- D. (Senior) Section By-laws approval
- E. Extension Section Award
- F. Operating Policy revisions
 - 1. Membership Committee status
 - Teller Committee procedures
 - Election envelopes
 - 2. *Choices* Award
- G. Allied membership processing service fee

The following items were removed from the consent agenda for discussion: VI C (Status on AAEA Sections), VI E (Extension Section Award) and VI F2 (Operating Policy Revision--*Choices* Award).

Harry Kaiser moved to approve the items within the consent agenda as amended and Ron Mittelhammer seconded. Motion carried.

Status on AAEA Sections—The report and recommendations regarding AAEA sections included recommendations to a) lower the minimum number of members required for a section to be in good standing from 50 to 40; b) require that section leaders be members of AAEA and of the section that they are leading for the duration of their leadership term; and c) limit the number of sessions in a track proposals to a total of five. Following a discussion regarding item b), the Board decided that in order to more clearly define the phrase “section leaders,” the phrase shall be replaced with “section officers”. Item c) was a question of concern, because the Board does not want to limit a large section’s meeting involvement, whose track sessions are generally very well attended. For that reason, item c) will be replaced with “the number of members in a section will be a consideration in allocating track sessions.”
Jon Brandt moved to approve the recommendation VI C as amended and Ron Mittelhammer seconded. Motion carried.

Extension Section Award—The Board discussed sections being able to give their own awards, separate from the AAEA official awards program. In order to distinguish between a section award and an AAEA award, the Board deemed it necessary to construct a statement of differentiation for section awards and

assigned the Professional Activities Committee the task to propose this statement of differentiation at the January Board meeting. The Board liaison to the Extension section was instructed to convey the above message to the section, also noting that the Board will not have to approve each section award separately, if the Board moves to approve that sections are allowed to give their own awards. The statement of differentiation will be included in the motion. Action was deferred until the January Board meeting. If approved, sections will be able to give their awards 2007. The Extension Award proposal was not approved as proposed.

Choices Award—The Board discussed the *Choices* Thematic Package Award proposal and expressed their concern for creating another official award. There will not be two separate *Choices* awards. When it was suggested that perhaps the current *Choices* Award name could be changed to allow submission of thematic package instead of only papers, the Board was concerned that a single paper would not be able to compete with 15 or so papers in a thematic package. The *Choices* Award proposal was not approved.

President Laurian Unnevehr proposed discussing the strategic discussion item VIII before item VII.

(VIII.) Membership Committee report—Ron Mittelhammer reported on the ad hoc Membership Committee's survey conducted in January and February of 2005 involving present and potential AAEA members to assess reasons for the respondents' membership or non-membership in AAEA. The survey was distributed by e-mail to the heads of academic and government departments that were thought to be especially inclined to employ individuals who are or potentially are AAEA members. Six hundred seventy-seven responses were received. Fifty-nine percent of the sample are AAEA members or intend to become a member this year. The remaining 41% are non-members. There appears to be two prominent AAEA services used by a majority of members--information contained in the AAEA's publication and the networking provided by AAEA, principally though the Annual Meetings of the organization. Participation in AAEA sections also appears important, being reported by nearly half of the respondents. The most prominent reason for non-membership was ignorance of AAEA and the benefits it provides. Respondents had difficulty in articulating the services that are provided by alternative organizations that are not provided by AAEA. Regarding AAEA being able to attract non-members, the main themes were to broaden AAEA content in terms of specialty areas served, improve networking services, provide more support for students, provide a low-cost and low-service option, with the most prominent response being to tell the respondent what AAEA has to offer them in the way of professional benefits.

The Board also encouraged the Committee to evaluate this survey data and to bring a proposal to the Board if they have any recommendations in terms of marketing strategies or ideas how to better market to our current core constituency. As the Board liaison to the Membership Committee, Mittelhammer will take this charge to the Committee.

VII. AAEA Foundation Governance—At the January Board meeting, the ad hoc Committee on Foundation Governance was charged with identifying alternative organizational approaches to undertake the activities currently performed by the Foundation Governing Board. Alan Randall, the chair of the committee, reported that the committee offers two recommendations:

1. Professionalize fundraising. Invest in a professional fundraising effort to support the work of AAEA members in fundraising.
2. Redesign the governance structure of the AAEA Foundation using one of these options:
 - a. Retain a separate, independently operating Foundation with its own Governing Board. Reduce the number of Governing Board members.
 - b. Absorb the Foundation Board into AAEA Executive Board, transferring all responsibilities and obligations of the Foundation Board, including commitments to donors and fundraisers to the AAEA Executive Board.

The Board discussed possible positive and negative aspects of option 2b. The option of absorbing the Foundation Board would resolve current difficulties of coordination between Foundation and Executive Boards, but it would mean the loss of unique identity of the Foundation Board. **Ron Mittelhammer moved to absorb the Foundation Governance Board into the AAEA Executive Board, and to**

immediately engage AAEA in creating a transition plan with the Foundation Board to make the absorption a reality by July 31, 2006. Harry Kaiser seconded. Richard Sexton called the question. Motion carried with seven for and one opposed (Capalbo).

[Please note: The Executive Board unanimously rescinded the above motion on August 2, 2005. Please see the appropriate minutes to follow.]

IX. A vision for AAEA finances and services—According to the memo prepared by Unnevehr and Per Pinstrup-Andersen there are at least two alternative visions that could be considered:

1. The services to be provided will be limited by the AAEA revenues based on membership dues that will change annually by no more than the equivalent of the cost of living increase in the United States (GDP deflator).
2. We maintain the current or better service level for the membership irrespective of whether the number of members continues to decrease.

Unnevehr proposed to adopt the first alternative as our policy, and give a charge to the Finance committee to consider how to implement cost of living increases. This is based upon fiscally conservative assumptions.

Sally Thompson moved that the Executive Board would determine the summer Annual Meeting registration fee at the Winter Board meeting, based on recommendations from the Finance Committee as part of the budgeting process. Ron Mittelhammer seconded. Motion carried.

By passing the dues increase at the membership meeting last year, it was felt that the Board negated the January 2001 policy of biennial inflation adjustment increases. The Board recommended that during the next budgeting cycle, the Finance Committee address overhead costs. The Board asked the Finance Committee to take a look at annual incremental dues increase.

The Executive Board moved into Executive Session at 4:30 p.m. on Friday, July 22, 2005. The Board moved out of Executive Session at 5:30 p.m. on Friday, July 22, 2005.

The Executive Board re-convened on Saturday, July 23, 2005 at 8:40 a.m.

(IV) The Board received additional information regarding item IV E (Technology Audit funding request). Bennett reported that the contracted consultant will assist AAEA staff in evaluating and assessing AAEA's current IT assets, IT contracts, staff capabilities, client group IT needs and current Web site solutions. The consultant will provide AAEA with boilerplate tools to assist in the analysis of business operations in order to identify areas for enhancements in efficiency and performance, assist in the development of RFPs/RFQs, and provide AAEA with technical assistance in preparing and evaluating submitted RFPs/RFQs.

Ron Mittelhammer moved to authorize \$20,000 for the consultant services; authorized to overrun by \$10,000 only if needed; the money will come from reserves and not endowment. Jon Brandt seconded. Motion carried.

X. Publications updates—The 2006 page charges will go up from \$90 to \$95 as per previous Board action (January 2001).

A. Editors' oral reports

1. **AJAE**--Ian Sheldon reported that the annual submission rate is down slightly from last year's 312 to 300 manuscripts. The acceptance rate is the same at 23%. Average response time on first submission has declined substantially from 103 to 89 days. This is primarily due to the electronic manuscript management system. The number of refereed articles in this volume went up by ten from last year, and this is due to the winter proceedings being published in *RAE*. Blackwell

Publishing has recorded a huge increase in the amount of institutional subscribers and electronic access of articles. Impact factor has climbed from 0.607 last year to 0.684 this year.

AJAE has two new editors--Wally Thurman and Paul Preckel. There was a good slate of applicants. Chris Barrett will be managing the Web site. Stephen Swallow will be the Board liaison at the January 2006 meeting in Boston. He is also the production editor until November 2006 issue and is responsible for the best *AJAE* article award. As of January 2007, Wally Thurman will be the new production editor for four years. Paul Preckel will be the new proceedings editor until 2010, replacing the current proceeding editor, Wade Brorsen, in January of 2007.

2. **RAE**—George Frisvold reported that in 2005, *RAE* began publishing (Fall issue) the proceedings from the ASSA Winter meetings. To accommodate the additional material, *RAE* expanded its page allotment by 252 pages. *RAE* article download count doubled in 2004 as compared to 2003.
 3. **Choices**—Bruce McCarl reported that *Choices* editorial team has undertaken major initiatives such as the content redesign for enhanced outreach effectiveness, review procedures redesign, new submission and review guidelines, electronic delivery improvement, outreach distribution partner campaign, C-FARE partnership, and improved citation characteristics.
- B. **Journal Financial Results**—Bennett shared the 2004 AAEA Journals Annual Report from Blackwell Publishing with the Board. All of the income for the journals comes through subscriptions and page charges, which we share with Blackwell Publishing based on a contractual split. Bennett noted that the Annual Report is marked confidential and should not be copied or re-distributed.
- C. **Choices Marketing Plan**—Maarja Kolberg presented the *Choices* Marketing Plan to the Board. The ultimate goal is to improve the outreach effectiveness of *Choices*. To do this, we are pursuing a number of goals to improve the quality of the magazine, widen its distribution and broaden AAEA member buy-in:
1. Improve content and dependability
 2. Increase distribution by establishing outreach partnerships, improving blast e-mails and producing press releases
 3. AAEA member involvement via *Choices* advertisements and exhibits, and personal contact

Kolberg also reviewed the *Choices* Web site statistics for the second quarter of 2005. The statistics report shows a general increase in hits and downloads across the board (more than double from the second quarter last year).

XI. Plagiarism Recommendation--at the January 2005 Executive Board Meeting, John Braden submitted a Task Force Report with recommendations for Plagiarism Policy and Guidelines. The plagiarism policy itself was approved at the January Board Meeting. However, some changes needed to be done before the guidelines would be approved. Harry Kaiser and Richard Sexton of the Executive Board reviewed the guidelines and recommended that, under point six, the second sentence be deleted: "Also notify the plagiarist's Department Chair, Dean, Director, Provost or other, appropriate senior supervisor of the allegation and the outcome of the investigation." These guidelines are to be advisory guidelines for all editors. **Jon Brandt moved to approve the plagiarism guidelines as amended and Sally Thompson seconded. Motion carried.**

XII. Journal Submission Membership Issue Update--Sally Thompson moved to rescind the journal submission membership requirement policy adopted at the January 2005 meeting and Ron Mittelhammer seconded. **Motion carried.**

The Executive Board charged the Communications/Publications Committee to prepare background information for the January 2006 Executive Board meeting concerning future strategic issues regarding

journals, to include page charges, potential ownership and sales. The Executive Board will then determine whether a task force is necessary.

The Executive Board would like the Membership Committee to develop a membership waiver policy.

XIII. Section and committee liaison assignments—President-elect Per Pinstруп-Andersen assigned Executive Board members as liaisons to AAEA sections and committees as follows:

Communications/Publications Committee--Matt Holt and Steve Buccola
Employment Services Committee--Jill McCluskey
Economics, Statistics and Information Resources Committee--Matt Holt
Fellows Committee--Laurian Unnevehr
Membership Committee--Ron Mittelhammer
Professional Activities/New Products Committee--Ron Mittelhammer

Agribusiness, Economics & Management Section--Sally Thompson
Community Economics Section--Sally Thompson
Committee on the Opportunities and Status of Blacks in Agricultural Economics--Matt Holt
Committee on Women in Agricultural Economics--Steve Buccola
Extension Section--Steve Buccola
Food & Agricultural Marketing Policy Section--Jill McCluskey
Food Safety & Nutrition Section--Per Pinstруп-Andersen
Graduate Student Section--Richard Sexton
Institutional & Behavior Economics Section--Alan Randall
International Section--Laurian Unnevehr
National Association of Agricultural Economics Administrators--Alan Randall
Senior Section--Laurian Unnevehr
Teaching, Learning & Communications Section--Richard Sexton
Undergraduate Student Section--Ron Mittelhammer

The three Executive Board members on the AAEA Foundation Governing Board will be Alan Randall, Matt Holt and Laurian Unnevehr.

The members of the Finance Committee will be Jill McCluskey, Sally Thompson, and Richard Sexton. Richard Sexton will chair the Finance Committee and the Investment Committee. Laurian Unnevehr will chair the Nominating Committee.

Section reports (circulated to the Board in advance of the meeting):

Agribusiness Economics and Management (AEM)
Community Economics (CENET)
Committee on Women in Agricultural Economics (CWAE)
Committee on the Status of Blacks in Agricultural Economics (COSBAE)
Extension Section
Food Safety and Nutrition
Food and Agricultural Marketing Policy (FAMPS)
Graduate Student Section (GSS)
Institutional and Behavioral Economics (IBE)
International Section
Senior Section
Student Section
Teaching, Learning and Communications (TLC)

Committee reports (circulated to the Board in advance of the meeting):

Awards
Communications & Publications
Economics Statistics and Information Resources

Employment Services
Nominating
Professional Activities
Selected Papers
Tellers

- XIV. Farewell Statements from Departing Board Members**—Susan Capalbo, Harry Kaiser and Jon Brandt shared their thoughts on their Board experience. Susan Capalbo said that she feels the Board accomplished many things during her service. She thanked everyone and promised to continue to be involved in the Association. Harry Kaiser said that it had been an honor to serve the Association and that it was fun to get to know the Board members and staff. Kaiser also stated that he gives the future Board the challenge to try to pay attention to cost efficiencies—the Association needs to live more within its means. Jon Brandt stressed that we need to continue to be relevant as a profession and relevant within ourselves as the Board. Brandt also thanked the Board and the staff for a wonderful Board experience.
- XV. Adjourn**—The Executive Board adjourned the meeting at 11:45 a.m. on Saturday, July 23, 2005.