

Saturday, November 05, 2011

10:15-11:45

2011 AESA Annual Conference  
Hilton St. Louis at the Ballpark  
Salon C

**≈ 40 Members in Attendance**

**President**, Audrey Thompson, The University of Utah  
**President-Elect**, Sofia Villenas, Cornell University  
**Program Chair**, Sofia Villenas, Cornell University  
**Treasurer**, Sandra Spickard Prettyman, The University of Akron  
**Site Coordinator**, Sandra Spickard Prettyman, The University of Akron  
**Communications Director**, Carolyn Vander Schee, Northern Illinois University

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### **President's Welcome**

Meeting brought to order by President Audrey Thompson. The 2010 Business Meeting's Minutes were not reviewed but members were informed that they were available online. The Agenda of the 2011 Business Meeting was not introduced as everyone in attendance had a hard copy in hand.

### **Treasurer's Report**

AESA has ≈ \$395,000 in accounts, less \$40-50,000 for 2011 Annual Conference, which itself was stated to be the single largest expense of the year. While AESA finances were healthy overall, the organization continued to dip into endowment funds due to low rates of returns. As such, endowment funds were not yet self-sustaining, which was a stated goal.

Large one-time expenses included the ≈ \$15,000 cost of the new website, which will require an annual line-item expense each year, though an exact amount was not articulated. Another large one-time expense was the ≈ \$7000 spent on CASA's two retreats (in February and the two days before the Annual Conference).

### **Site Coordinator's Report**

Future Locations:

2012	Seattle
2013	Baltimore
2014	Toronto
2015	<i>Location not yet chosen</i>
2016	<i>Location not yet chosen</i>
2017	Pittsburgh

In terms of conference registration, 268 people pre-registered and 64 people registered on-site. In total, 328 people checked-in, while 35 people pre-registered but never checked in.

Concerning hotel booking with the Hilton St. Louis at the Ballpark, there were two hotel room obligations: *booked room nights* and *room attrition rates*. This year, there were 573 room nights, but there was a high attrition rate with only 492 actual room nights. As the contract with the Hilton St. Louis at the Ballpark stipulated a minimum of 480 actual room nights, AESA barely escaped the prohibitive costs ensured by not meeting its contract obligations. In 2010, the attrition rate was much lower with 650 booked room nights with an attrition rate of 600 actual room nights.

One reason that there was such a large disparity between room nights booked and the high right of room attrition was that conference attendees are utilizing outside booking services (e.g. Orbitz) to book their rooms. If too many people book outside of the organization than AESA won't meet its contractual obligations with the hotel. An member of the audience suggested that AESA do a better job of articulating these factors and considerations on its website. Agreeing, the site coordinator stated that AESA needs to do a better job of letting its members know how the organization works and about the processes related to putting on a conference. It was also agreed that the "Do you need a roommate?" feature available on the graduate student Facebook page should be expanded to faculty members or replicated for them on a new faculty Facebook page.

Concern about scheduling the conference on Halloween weekend was once again an issue, with one audience member stating that an organization professing to be concerned with social justice should be more considerate to families who want to celebrate Halloween together. The site coordinator explained that the issue is matter of cost, with hotel rooms generally being \$40-50 less expensive on Halloween weekend.

Also, the expense of providing food and beverage services for the 2011 conference continued to be a very high. Apart from the cost of the actual foodstuffs and beverages, a high sales tax ( $\approx 12\%$ ) and a prohibitive 22.5% service charge from the Hilton to provide for space and manpower added to the expense of food and beverage services. As an example,  $\approx \$5000$  was spent on providing coffee for conference attendees.

Finally, AESA continued to be concern itself with the environmental impact of the annual conference by writing environmental stipulations into its contracts (e.g. recycling clauses, towel policies, hotel support for agricultural policies). The site coordinator made sure that the Hilton St. Louis at the Ballpark fulfilled its environmental obligations. After an audience member suggested that the 2012 conference be held at the Leeds Hotel in Seattle because they make strong "green" commitments, the site coordinator's stated that although the hotel would be an attractive choice, the costs might be too prohibitive (e.g. hotel rooms would cost more than \$200 a night). This prompted an audience member to suggest that AESA compromise on the issue by being "greener" in the Midwest and East Coast and more cost-conscience on in the West.

### **Program Chair's Report**

With a 70% acceptance rate, there were 371 proposals (183 individual submissions, 70 symposium submissions and 12 alternative session submissions), which means that there were about 7% fewer proposals in comparison to the year before. However, the total number of proposals was still high. 49 committee members reviewed proposals. Each member conducted between 15-20 reviews. Each proposal was reviewed by 2 committee members, who were matched according to expertise.

In total, 512 people were on the program (with a low rate of attrition). Some time slots this year had 10 sessions (with 9 being the norm). An audience suggested that this may be the reason that there were often more people presenting on panels than in the audience. The Program Chair said that having fewer sessions during each time slot would have two undesirable consequences: higher conference costs and fewer people on the program. Both consequences would work against AESA's goal of being more inclusive. Program Chair suggested that in the future, there could be more evening sessions scheduled but this would mean fewer people at fewer receptions. Program Chair asked for more member feedback so that AESA would know more about how they felt about evening sessions. An audience member also suggested that the organization perform analytics on sessions to produce empirical data on what works and what doesn't. Another audience member suggested that AESA hold a "big time" party/reception/etc. on Saturday night to encourage people to stay longer into the weekend.

### **Communications Director's Report**

The first full-operation year with website had significant kinks but things began to smooth out. AESA must contract out the administration of the website because it is more efficient than doing it alone.

The ListServ was updated weekly and has about 1400 subscribers.

Last year, 169 people voted in the election. This number was lower than hoped for - probably because the company that manages the election is not linked with website. However, switching companies in order to link with website was stated as a definite possibility.

### **Committee for Academic Standards and Accreditation's Report**

CASA stated they would reveal what they had been working on over the past year later in the day. However, they wanted to stress that what they have been doing was important in terms of power and prestige.

### **Old Business Report**

1) The label "Institutional Membership" was changed to "Institutional Sponsorship" in order to more clearly reflect the labels purpose (i.e. institutions literally sponsor, that is, give money to, the conference - with no included individual memberships). There were two levels of institutional sponsorships (\$250 and \$500). An audience member suggested that there also be a third (\$1000), and it was agreed that this was a good idea.

2) While this year, individual memberships were calculated from November, 2011 - December, 2012, in the future it will be calculated by calendar year (i.e. January to January).

3) It was decided that if allowed by the bi-laws of the organization, people will be allowed to attend the conference without being members if they themselves are not presenting at the conference. However, it was also agreed that the organization should do more to encourage (but not police for) more compliance in terms of paying for both conference fees and memberships by crafting a statement of collective responsibility in the call for proposals.

4) There were many problems with Paypal, but it was decided that there is not a lot that can be done about them as Paypal is the only real option (unless members would like to go back to mailing in checks). That being said, the organization stated that it is working on creating a better Paypal-AESA website interface. Secretaries who pay for members and attendees also need to be reminded to note who they are

paying for because if this is not done the person who pays via Paypal is the person whose information is listed.

### **New Business Report**

1) The Executive Council made the decision to suspend AESA's financial relationship with *Educational Theory*. This does not mean that there is not possibility of starting it back up again the future. This year's subsidized subscriptions will hold but afterwards they will cease.

2) AESA renewed its historical relationship with *Educational Foundations*. Dr. Cleveland, editor of *Educational Foundations* for seven years introduced the new editor Dr. Jennings, who stated that their number one priority is to re-establish strong ties with AESA by publishing what people in AESA are doing. There are also plans to publish double issues three times a year as opposed to the current rate of two double issues per year. Finally, Dr. Jennings stated that he would work hard to have a 60-90 turn around rate for the submission process.

3) In the spirit of AESA and because a shared public space between the two, Mary Ellen Edwards called for the organization to make a donation to Occupy St. Louis. Past President Deron Boyles suggested that AESA donate \$250 to the movement. There was full consensus with everyone in attendance voting "ay".

### **Elections Announcements**

1) President-elect Sofia Villenas introduced the new Nominating Committee members and thanked them for their commitment.

2) President-elect Sofia Villenas introduced the three new Executive Committee members (Natalie Adams, Sue Ellen Henry, and Barbara Applebaum) and the new Vice President (Chris Mayo).

***Meeting Adjourned at 11:50 am.***

Respectfully Submitted,

Lou Ginocchio (for John Petrovic)  
Minutes Recorder