



Midwest Academy of Management Board Meeting - Detroit, MI

Saturday February 19, 2022  
8:30am – 4:00pm

Minutes

In attendance: Arun Pillutla, Tim Peterson, Bart Sharp, Shontarius Aikens, Ben Blackford, Becky Badawy, Young Ro, Ranjan Karri, Jakari Griffith, Michele Heath, Praveen Parboteeah, Namporn Thanetsunthorn, Ronda Smith, Carla Flores, Erin Hemm, Shannon Juergens and Lesley Page.

1. Welcome from the President – Arun Pillutla
  - a. Introductions
2. Approval of Minutes from 12/3/21 – Lesley Page
  - a. Motion to approve
  - b. All in favor; motion passes.
3. Financial Update – Bart Sharp
  - a. PowerPoint Update and Excel file (sent prior to the meeting)
    - i. Financial report – Currently MWAOM has a healthy surplus. We are ready for our Fall conference. Conference costs typically cover expenses so we are in a good position.
  - b. Investment Proposal
    - i. There is an opportunity to grow our money by opening a financial account for our surplus. We can expect 4-5% return on investment after expenses.
    - ii. We will keep \$50K liquid in checking for immediate access. There is an additional \$75K to invest in a fund which will exceed the interest rate in a checking account.
    - iii. Preference for a well-known, geographically accessible financial group to invest with. Edward Jones. Is suggested. There is a branch near Bart with a manager who oversees the Midwest region.
    - iv. **MOTION:** Invest the current checking balance in excess of \$50K with Edward Jones and give the treasurer rights to oversee this.
      1. All in favor, motion passes.
    - v. **MOTION:** Treasurer is authorized to open interest-bearing account for secondary funds.
      1. All in favor, motion passes.
    - vi. **MOTION:** Remove former board members and add current president to checking account (in addition to the Treasurer).
      1. All in favor, motion passes.

- vii. Can use accrued funds to address future proposals from the Long Range Planning Committee (LRPC).
  - 1. Board members and LRPC may consider how to use these funds strategically.
  - 2. Our typical strategy is that the conference needs to pay for itself and generate surplus. Maybe we can reframe this approach so that the conference should break even. More money could be used to create a better experience for members.
- 4. Conference Update – Young Ro
  - a. Draft Call for Papers and Conference Details
    - i. For the Call for Papers, need membership elect to shadow the process, give publicity to the next conference , and need new link to open conference, etc.
    - ii. Erin can help to make the document even more professional.
    - iii. Submission deadline will be June 15, 2022.
    - iv. Email to use for Program Chair is [Program@mwaom.org](mailto:Program@mwaom.org)
    - v. Call for papers should go out at the end of the last conference.
    - vi. Need to send this year’s call out very soon.
      - 1. If don’t have a track chair, list as “TBD.”
      - 2. Add PDW as separate specialty track, wholistic view of all of the professional development that is being offered.
    - vii. Hold a welcome reception on Thursday since people will be there.
    - viii. For the conference program we will need keynote speakers Friday and Saturday for breakfast and Friday lunch. Last year we held the Business Meeting during lunch on Saturday.
    - ix. Include a “Meet the Editors” session.
    - x. We are moving to use “MWAOM” rather than MAOM or MAM. Erin will update the logo.
    - xi. Create a timeline with milestone events and deadlines for the conference.
    - xii. Open Conference – Shontarius will update tutorials for track chairs and reviewers.
    - xiii. Ronda volunteered to be the PDW track chair and will work on Conversation Corners.
    - xiv. Conference fee – advocate to make a slight increase for this year due to cost in Detroit.
      - 1. Communicate value so people understand the reason for cost increase.
      - 2. Program Chair is empowered to spend what they need to as well as bring in revenue.
      - 3. Before pandemic the conference fee was \$250. Also need to have a membership fee. We want people to become members when they register (then they will have voting rights).
    - xv. **MOTION** – Increase general conference registration fee to \$275 (not students/professional members) and \$325 as the late fee.
      - i. All in favor, motion passes.
  - vii. **MOTION**: Make Doctorial Consortium fee \$35 for this year.
    - 1. One abstention, motion passes.
    - 2. There are also scholarships, especially for first time attendees.
  - viii. Work to add these minor details into policies. Then, let each officer work within their role. Empower the Program Chair to make these decisions.

- ix. Board is suggesting that Young: has a program plan including fees, has a balanced budget, asks for help as needed, and gets a site coordinator. Young is encouraged to come to the Board for help.
- x. Erin will check to make sure our conference membership has priority if there are other groups at the hotel.

#### 5. Long Range Planning Committee (LRPC) – Becky Badawy

- a. Review 2021 Conference Survey results
  - i. Ranjan gave Becky a summary of the data. Generally, membership is happy and finds time to make connections at the conference. Open ended comments include a suggestion for more structure (continuity and expectations at each conference) and increasing DEI perspectives at the conference (e.g., speakers or PDW be more representative of unique challenges of our diverse community).
  - ii. Include ice breakers at social events to give it the feel of a “mixer.”
  - iii. Use “first time attendee” badges or ribbons, etc.
- b. Major initiatives for Board’s consideration
  - i. LRPC serves as advisory committee to the Board. Committee would take suggestions from the Board and research / explore topics and report back to the Board. Also, internally identify topics by the committee and then provide recommendations to the Board that are in line with the vision/mission and values of the LRPC committee.
  - ii. LRPC will identify one or two goals at a time. Then move onto the next goal(s). This will help to keep momentum and stay focused.
  - iii. LRPC will hold monthly meetings, take on 1-2 initiatives at a time, and create actionable steps that engage committee members.
  - iv. Inform Board of the items the committee is currently reviewing – solicit feedback on Board priorities.
  - v. These are some of the topics LRPC is considering:
    - a. Strategic = strategic objectives include clear communication to revisit and reinforce the mission. Promote equity and inclusion, journal collaboration (editor contacts) for example, do we have one journal or more than one journal. Target specific populations such as DBA programs, etc. This is one way to use accrued money.
    - b. Tactical = feedback from members through post-conference survey. Data can be collected using QR codes for each session.
- c. Could have a strategic planning retreat – dedicate the entire time to MWAOM strategy.
 

Potential topics:

  - i. Seek additional feedback from membership.
  - ii. Location organizer – Program Chair and planner are often the same position. But it might help to have dedicated site coordinator. Can be appointed by the President to support the program chair.
  - iii. Announce Program Chairs for the next three years: Young, Ranjan, and Shontarius.
  - iv. Need a standardized calendar of events and deadlines for planning.
  - v. Look up number of concurrent sessions in St. Louis, Omaha and Davenport. Need to look at number of attendees and number of sessions. Build database to determine how many concurrent sessions were scheduled and attendance at each.
  - vi. Website needs to be rebuilt in order to better serve membership. Ben is looking for feedback and we may need a new membership management system.
  - vii. External relations – the Program Chair is responsible for speakers and plenaries. Maybe this should belong to president and past president. Each program chair and

membership chair will have their own ideas and need to keep ownership with those important roles. Could take some things off of the program chair's plate perhaps fundraising can be taken on by someone else.

- viii. Ideas for new tracks or journal relationships.
  - ix. Should more regularly look into value proposition that addresses the need(s) that members identify.
- d. JMI Special Issue & What is Next
- i. Creating a Special Issues publication has been a topic for a long time. Thanks to Tim and others who have built this momentum and relationship with the Editor.
  - ii. Who gets a copy – what will it cost to get an issue or a subscription. This could be part of our value proposition for membership.
  - iii. JLOS still has our logo. As we strengthen the relationship with JMI, might reconsider the relationship with JLOS.
  - iv. JMI – Discuss how to remove roadblocks. The review process is completely manual. Can Open Conference support this process for special issue or ongoing manuscript production for JMI?
  - v. Journal is currently in print only for first 5 years. Not online, so that limits accessibility or being cited.
  - vi. Also, how promote relationship with our members. We need people to be aware of it. If increase member submissions for MWAOM, it could increase submissions for journal too. MWAOM incurred some costs with publication with JMI. It is indexed as “C” journal in ABDC. We could increase recognition and streamline the process.
5. Membership Committee – Carla Flores
- a. Membership is working on engagement, survey, and events.
  - b. Jakari is chair of the Membership Service Committee.
  - c. Ronda has done such a great job, she will mentor Carla. Committee will do table set-up, recognition awards, recognize consortium attendees, etc. These are all part of the general hospitality of the conference.
    - i. Include ice breakers for the upcoming meeting.
6. Website – Ben Blackford
- a. Renew Open Conference (~\$800 up to 300 subs) and the website (~\$250 year).
  - b. **MOTION**: Approve the identified expenses for Open Conference and the website.
    - i. All in favor, motion passes.
  - c. Need to rebuild the website.
    - i. Solicit from the Board the functions and features we would like with the website.
    - ii. Arun will follow up with Ben on this topic.
  - d. Someone reached out to Ben and Arun from Northern Iowa Chamber of Commerce. They offer services to run the conference.
    - i. Ben and Arun said they would listen to the pitch.
7. Open Conference – Shontarius Aikens
- a. Thank you to Board to approve Open Conference. We cannot move forward without it.
  - b. It is not the best system, but will do what we need it to do. When dealing with authors, reviewers or track chairs then it has information there. The information is not saved year by year which is a limitation of Open Conference. It has to be re-entered every year.

- c. Need succession plan for Open Conference as Shontarius is interested in being Program Chair elect. Need to plan ahead and plenty of time to share knowledge and need skills/training to help show them the ropes with Open Conference.
  - d. Shontarius will work with Ben once website is ready so the Call for Papers can be sent out.
  - e. There could be a better way to do this, Open Conference may not be the right tool for us. Shontarius does save our backups so data is not lost. Shontarius then has to upload of all his saved data.
  - f. Bart will renew the Open Conference contract and not let it lapse.
8. Communication – Erin Hemm
- a. Communication overview
    - i. Built a dashboard. The Board needs to fill in key dates and action items.
    - ii. Could use a project plan, that feeds into the communication plan. Big “C” communication is a mass communication plan to larger groups. That is what Erin is looking for.
    - iii. Membership management software. Will discuss this with Ben so it fits with our website.
    - iv. Email Strategy – emails by title/role.
    - v. Social media strategy – who uses each media tool.
    - vi. Raffles for pre-conference workshops.
    - vii. Bart suggested that Erin owns this role and does not need Board approval. If Board approves a certain amount of money, then Erin has freedom to choose how to spend it.
    - viii. Put together a 2022 Conference Communication Task Force.
    - ix. Wish list – brand identity. Shift in how MWAOM is perceived. Use your identity consistently throughout. Even without logo, brand standard and colors can help people identify where communication is coming from.
      - 1. Powerpoint, t-shirt, newsletter, signage, letterhead,
      - 2. Check affiliate standards with national organization (AOM)
      - 3. Ronda knows a few people who may be talented in this area:
        - <https://www.linkedin.com/in/maryridgway/>
        - <https://www.linkedin.com/in/jeff-reiner-78502b4/>
        - <https://www.linkedin.com/in/david-dolak-2582b55/>
      - 4. Bart will check with NIU to see if this could be a student project in the graphic design course.
  - b. **MOTION:** Approve \$1,000 for the Communications and Social Media team to use for communication planning as Erin has outlined.
    - i. All in favor, motion passes.
  - c. Twitter account – need to know who owns it and passwords to access it.
9. Old Business
10. New Business
- a. President and Past President will help support fundraising along with Program Chair.
  - b. Nominations for open roles, what roles are coming up.
    - i. Nomination Committee should form soon (Past President, IT, Communication).
    - ii. Need everyone on Board to recruit new members. Need to prepare statement for nominating committee. Try to reach out and engage members to get involved.
    - iii. Announce new members at the Fall conference.

- iv. Lesley agreed to be secretary for another term.
  - c. Session on publishing books (Information Age Publishing) in March/April. Events for members. Will hold session twice, morning/ afternoon. Two times 90 minutes and virtual. Jennifer Breen Moss is the lead contact.
  - d. AOM meeting - will have a virtual option for the mid-year MWAOM meeting.
- 11. Adjourn
  - a. All in favor, motion passes.

End Time: 4:00 PM

Minutes submitted respectfully by Lesley Page