

kNOTE TO MINUTES: *The materials and reports briefly referenced in the following minutes are included in the meeting's Agenda Packet, available on the AOA website at the indicated page numbers.*

**AUXILIARY ORGANIZATIONS ASSOCIATION
OF THE
CALIFORNIA STATE UNIVERSITY**

Draft Minutes of the Executive Committee

Meeting Held by Audio/Video Electronic Transmission

June 17, 2022

Officers & Representatives

			<u>Present</u>
Sharleen Krater	President	Chico	Yes
Monica Kauppinen	Past President	Sacramento	Yes
	Chair – Long-Range Planning Committee		
	Chair – Nominations Committee		
Rasheedah Shakoor	President-Elect	Dominguez Hills	Yes
	Chair – Conference Planning Committee		
Richard Jackson	Secretary/Treasurer	AOA Headquarters	Yes
Sandra Gallardo	Elected Representative	Sacramento	Yes
Teresa Loren	Elected Representative	San Diego	Yes
Grace Slavik	Elected Representative	Northridge	No
Michelle Crawford	Elected Representative	Cal Poly SLO	Yes
Maddison Burton	Elected Representative	Monterey Bay	Yes
Miles Nevin	Elected Representative	Long Beach	Yes
Cecilia Ortiz	Elected Representative	Dominguez Hills	Yes
Bessie Strategos	Elected Representative	Long Beach	Yes

Designated Members

Helen Alatorre	Chair – AS/Student Union/Rec Committee	Channel Islands	Yes
Alfredo Macias	Chair – Commercial Services Committee	Long Beach	Yes
Yvette Marquez-Smith	Chair – Bus. & Financial Services Comm.	Northridge	No
Rosa Hernandez	Chair – Human Resources Committee	Long Beach	Yes
Matthew Sparks	Chair – Information Technology	Sacramento	No
Gillian Fischer	Chair – Research Administration	Dominguez Hills	Yes
Caroline Johansson	Chair – Philanthropy	San Francisco	Yes
Starr Lee	Chair – Risk Mgmt. & Insurance Programs	Monterey Bay	Yes
Dave Edwards	Chair – Past Presidents Committee	Fullerton	Yes

Board Liaisons (Non-Voting)

Ann Sherman	CABO Liaison	Chico	Yes
Robyn Pennington	Business and Finance Liaison	Chancellor's Office	Yes
Lori Redfearn	Advancement Services Liaison	Chancellor's Office	Yes
Carrie Rieth	Office of General Counsel Liaison	Chancellor's Office	Yes
Tammy Kenber	Human Resources Liaison	Chancellor's Office	No

Guest Presenters: Lorie Leethan (Conference Service Provider)

Agenda Item	Follow-Up Action
<p><u>President’s Convening Information</u> Krater welcomed everyone to June’s abbreviated two-hour Executive Committee meeting, which allows members to touch base in the extended expanse between the April and August in-person meetings. The meeting was conducted using the interactive Zoom connection provided with the agenda to participate remotely. AOA’s Bylaws authorize meetings by teleconference so long as participants can communicate concurrently with each other and participate fully in all matters.</p> <p>Krater went over some meeting mechanics and noted that voting on all action items will be conducted using the live “Chat” feature, which also creates a written historical record for the meeting minutes. She instructed virtual participants in the use of the “hand-raising” feature to signal one’s desire to speak.</p> <p>A. CALL TO ORDER AND OPENING REMARKS</p> <p>Krater called the EC meeting to order at 10:00 am.</p>	
<p>B. APPROVAL OF AGENDA (Agenda, pgs. 1-2)</p> <p><i>Action Taken: The meeting’s agenda was approved as presented (m/ Sandra Gallardo, s/Teresa Loren).</i></p>	
<p>C. APPROVAL OF 1/11/22 MEETING MINUTES (Agenda, pgs. 3-25)</p> <p><i>Action Taken: The minutes were approved as presented (m/ Cecilia Ortiz, s/ Rosa Hernandez).</i></p>	
<p>PUBLIC COMMENT PERIOD</p> <p>There was no public comment period at this meeting.</p> <p>D. OLD BUSINESS FOLLOW-UP (Agenda, pgs. 26-27)</p> <p>Richard Jackson presented a status update on the unfinished business items and board tasks carried forward from the prior meeting.</p>	

<p>Going forward, the President-Elect will oversee the planned annual AOA Education and Training Program – assuming the success of the pilot program with Business Partners being planned by Lorie Leetham for this year, with assistance from Rasheedah Shakor. Cecilia Ortiz offered to assist, and suggested the future participation of other Leadership Academy graduates.</p> <p>Helen Alatore and Monica Kauppinen will work on specific revised language for the Scholarship qualifications for use in the recruitment and selections process this fall</p> <p>A review of AOA Website analytics and user-survey information will help in deciding what is currently being used and not, and how access to information can be improved. With input from the Committee Chairs, a discussion will be put on the agenda for the August meeting.</p> <p>The CO Liaisons provide an update at each meeting of CSU policies or policy revisions in development. Robyn Pennington noted that the CSU now maintains a list of draft policies on its website that are available for preview and comment: www.calstate.edu/policies (under “Find Policy” see the heading “Draft Policies Available for Public Comment). We can also sign-up to be on the CO’s distribution list of people to whom they send new proposed policies.</p> <p>HR Committee Chair Rosa Hernandez and Miles Nevin volunteered to assemble a list of the general counsel used by each auxiliary organization, a resource to be posted on the AOA Website.</p>	
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<p>E. PRESIDENT’S REPORT</p> <p>1. <u>AOA Leadership Development</u></p> <p>Krater commented that in the next few months AOA will begin the process of soliciting nominations for next year’s leadership team, including the incoming President-Elect. AOA’s Leadership Academy was designed to develop a pipe-line of people with the interest and knowledge to get more involved in leadership opportunities, whether on the Committee or EC level, and ultimately as AOA President. Several graduates of the inaugural Academy have since assumed leadership positions, and there are other potential candidates from the poll of people who are served as representatives on the EC in the past few years.</p> <p><u>AOA Leadership Academy</u></p> <p>Dave Edwards, Chair of the Past Presidents Committee which develops the curriculum and secures faculty for the multi-day training, cautioned that we need to take care how often we schedule a Leadership Academy or the number of participants admitted, so that we don’t generate a pool of graduates larger than</p>	
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our ability to utilize them. Maybe every other year? A possible timeline for the Academy is to solicit interest in November, select participants in January, and hold the training in coordination with AOA's April meetings in Long Beach. The Past Presidents Committee will be responsible for the content side of it, but needs support on the administrative and infrastructure side (e.g., hotel rooms, AV, food & beverage, which Jackson handled last time).

2. CSSA

Krater reported she had a discussion with CSSA Executive Director Jeanne Tran-Martin about building a relationship with AOA. She will attend the August meeting where we can talk about who AOA serves and what that support looks like (e.g., in a situation when there are difficulties between an auxiliary and the campus, or between an ED and the students.)

3. Current Issues Affecting Auxiliaries (with CO Liaisons)

The CSU Liaisons were asked to alert the Board regarding policies under consideration or development that may affect auxiliaries, and they mentioned an update to the Elections Handbook (e.g., advocating for candidates and issues), the University Endorsements policy (when an employee can give testimonials, distinguished from advertising), and an update to the policy on discrimination and retaliation.

A Systemwide TIX Assessment is in progress right now for all CSU campuses, starting with Fresno State. Two employment policies are before the Trustees: one governing faculty retreats with Administrator appointments, and the other governing the provision of employee references ([CSU May 2022 BOT Agenda](#), starting at page 101). AB 1655 would make Juneteenth a paid holiday for state employees (but not CSU). If it passes, CSU plans to draft an amendment to Title 5 (Section 42920. Holidays).

Carrie Rieth advised auxiliaries discuss use of their logos with their corporate attorneys to see if there are tax/UBIT implications.

F. SECRETARY-TREASURER'S REPORT (Agenda, pgs. 28-32)

1. YTD AOA Financial Report

Jackson reiterated that following the necessary cancellation of the 2022 Conference, AOA rolled-forward most of the Business Sponsorship income and Conference Registration payments to the 2023 Conference in Sacramento, as well as some \$98K in expenses for gifts and supplies that we will be able to use in 2023. We will also be able to apply \$75K of the hotel's cancellation penalty to offset our conference expenses in Indian Wells in 2024. The net result is a Conference loss of \$383K for the year ending June 30, 2022. With \$35K in expected net income from General Operations, the projected overall loss for 2021-22 is \$348K. Even so, our overall Net Assets (Fund Balance) is a strong

\$405K -- \$299K of which we have designated as contingency reserves, with \$106K is undesignated and available for spending.

For the Board's oversight review, Jackson provided a print-out of the small number of financial transactions so far in the new fiscal year.

2. Updated Budget for FY 2022-2023

As mentioned at the last meeting, we are taking this post-pandemic opportunity, when we had the opportunity, as has been often suggested, to revise existing hotel contracts, to experiment with shortening the conference by one day – beginning on Sunday but ending on Tuesday at 2 pm. Most of the normal content time and networking have been maintained by creative rearrangement of the conference schedule.

Jackson reported that he was able to tweak April's preliminary budget (combining the net income from General Operations and the Conference) so that it is now a break-even budget – which is what we aim for.

Action Taken: The EC voted to approve the revised 2022-23 AOA budget as presented (m/Bessie Strategos, s/Dave Edwards).

G. CONFERENCE CHAIR/PRESIDENT-ELECT'S REPORT

1. Update on Conference Service Provider Positions

Jackson reported that in view of the 2023 conference being Lorlie Leetham's last in the role of Business Partner Manager, he sent a targeted outreach to some EDs and Commercial Service managers soliciting interest in the position, and a few people sound interested. The new service provider would begin after the 2023 conference and plan the 2024 conference (with Leetham providing training and support as needed).

Kasey Schoen, this year's Conference Coordinator, announced that she was changing jobs and could not fulfill her service contract with AOA this year, which leaves us short-handed in executing all the mechanics of the upcoming January conference. The CPC will regroup and reassign tasks, which may including hiring a former volunteer to execute a special function (e.g., managing the on-site Registration process at the conference). We will shortly need to begin recruiting for someone to begin work on the 2024 conference in late January.

The Long-Range Planning Committee has been doing succession and contingency planning for the Service Provider positions, and one of their initiatives was to survey the AOA membership to see who might be interested in in such a role upon retirement and, if so, which one(s). It would help with strategic planning if we knew what kind of "bench" was out there. Jackson recently sent a note to the 600+ AOA members signed up in our directory seeking expressions of possible future interest. Given the minimal interest in these positions in the past, it was

surprising that about 20 people responded that they were interested. This may have something to do with changing attitudes toward traditional work culture and increased post-pandemic interest the flexible/remote work of an independent contractor.

The next step is to put together RFP packets for the positions we need to fill and send them out to interested parties. We will be doing following-up messages to the general AOA membership announcing the availability of a specific RFP packet upon request.

2. 2023 AOA Conference Planning Update

Conference Chair Rasheedah Shakoor reported on the CPC's plans so far for the 2023 Conference in Sacramento. Since most of the Business Partners and conference registrants rolled over their sponsorships and paid registrations from 2022, we are well on our way to a successful conference in terms of revenues and attendance.

The conference theme is "A New Chapter" and our marketing team is producing some cool graphics, as well as popular app features such as the Resource Gallery and QR code for use with Business Partners, gamification, and a "heat map" to show the numbers, interaction pattern and location of interactions throughout the day. The conference focus is, of course, on education and networking with nine subject-matter tracks at three Concurrent Session blocks, Super Sessions and General Sessions. A key-note speaker will address the changing values around work and work-place culture in our post-pandemic world. An off-site party night is planned for Monday with, perhaps, Business Partner receptions beforehand. A Tuesday morning Orientation Breakfast is planned for the incoming Standing Committee Chairs.

H. MEMBER RESOURCES

1. AOA Education and Training Webinars by Business Partners (Agenda, pg. 33)

Lorlie Leetham, CPC Business Partner Manager, discussed the planned new (free) series of educational/training programs to be streamed to AOA members (or Standing Committees) between annual conferences. For our pilot program(s) this year, we will utilize content developed by Business Partners, who will pay a sponsorship premium to AOA for this additional benefit opportunity.

Leetham has taken the initiative to get this continuing education program started, but a project manager is needed to so the legwork and sustain the program – it might, for example, be the President-Elect, an EC elected representative, a new service provider position, etc. There was strong interest in making this a Leadership Academy project. We need to ensure that accessibility issues are addressed. We are assuming this is a benefit that will be valued: It will be interesting to see, given busy work schedules and the amount of information

already available on-line, if people show actually show up for the pilot presentations.

2. Executive Committee Report to the Membership (Agenda, pgs. 34-35)

Included in the agenda packet is a copy of the traditional Report to the Membership, alerting them to key topics before the EC and offering them the opportunity to engage by providing feedback and questions. Jackson said he received a few responses back and additional requests for information.

3. Website Content and Directory Management (Agenda, pgs. 36-38)

Dixie Johnson, Website Content Manager, is keeping the AOA Directory updated with current information on AOA members, as well as the listservs for auxiliary Executive Directors, CFOs, HR Directors, and Auxiliary Directory Administrators. The AOA member directory has over 625 active members from all the 88 CSU auxiliaries. The well-maintained listservs are important since people are more likely to see information sent directly to them – as Jackson does with key postings sent from the Chancellor’s Officer, CABO, Robert Griffin and others – than they are to go seeking for a resource on the website.

The means of sharing news and information has evolved primarily to communications between the members of Committees on contact lists and so improvements to the tools and easy accessibility of the Groups feature should be a key initiative.

Johnson is actively working with individual Committee Chairs to assist their members in registering on the website and with their respective Groups – so they can use the Group Communications tool and post documents to their site (instead of using a separate manually created listserv, which doesn’t capture everyone who has recently signed up for the Committee). Committee Chairs commented that the Website Group lists and their postings maintained on the AOA website was an advantage over having to maintain information on a separate drive from year to year.

For members to be fully engaged in utilizing the website Group communications, it needs to remain useful people and easy to use. Analytics will help us identify what features and items are sought out, and continuing feedback from the Standing Committee Chairs is important. We also need to keep abreast of accessibility issues, add a strong search function, facilitate interactive exchanges, and make changes to the user-interface to more easily highlight/locate Committee resources and reduce the number of steps (clicks) to get there. And we need an on-boarding process for incoming Standing Committee Chairs to acquaint them with productive use of the Website.

4. CA Legislative Summary Update

Robert Griffin’s next update report will be for the August meeting.

I. NEW AND RETURNING BUSINESS ITEMS

1. Renewed Discussion on Use of AOA Logo (Agenda pg. 39)

At the last meeting, Leetham raised the issue if it is appropriate for a Business Sponsor to use the AOA logo to indicate its partnership affiliation with AOA – e.g., on the website for Chartwell’s systemwide Master Sponsorship Agreement with the CSU for dining services available to campuses who choose to use it. The logo’s inclusion was meant to recognize the strategic role of auxiliary organizations in operating or contracting for dining services, their participation in the RFP process and inclusion in the MSA – not to imply endorsement or favoritism. For now, Chartwells has removed the logo and simply refers to “the CSU and its auxiliaries,” so that is no longer an issue.

Leetham recommended that AOA not try to develop a policy statement at this point, but handle the issue on a case-by-case basis. A CSU policy is coming out, and then we can see if something needs also to be created for auxiliaries. There are also tax implications and UBIT issues related to this. We might also check to see what other policy approaches are out there, maybe via NACAS. Separate from the Business Partner issue: Is the display of the AOA logo one way to provide visibility for auxiliaries? Does the AOA logo intended to represent all auxiliaries?

2. NACAS Partnership Proposal (Agenda, pgs. 40-48)

At the last meeting, Leetham presented a proposal from NACAS about they and AOA might work together to provide education and other benefits to our members – for example by sharing educational content and cooperating on business partner development. NACAS is ahead of AOA when it comes to on-going (non-conference) professional development and educational sessions (live and recorded), benchmarking, website content, interactive Q&A with industry professionals, etc. Access to these resources could add to the AOA Education and Training Series options available

The proposal addresses how to get more AOA members access to the NACAS resources - meaning having all CSU campuses have a NACAS Institutional membership which AOA would pay on behalf of the campus (a discounted annual cost of \$26K annually). NACAS members are primarily commercial, and include auxiliary service roles that cross over to the university-side, like parking/housing auxiliaries -- but do not include philanthropic, research, or associated students.

The proposal is simply being passed on from NACAS with an offer to discuss it with the Board if there is interest.

Leetham recommended that the timing isn’t good for considering a proposal such as this at this time. Issues raised include whether NACAS represents the breath of areas represented by our auxiliaries other than Commercial Services, and

whether it is necessary or advisable to cover memberships for the entire CSU (and pay for the cost).

J. BUILDING RELATIONSHIPS AND PARTNERS

Due to the abbreviated meeting, no formal reports were requested from CABO or Chancellor's Office Liaisons, but Krater asked if there were any matters of timely import to be reported to the Board.

CABO representative Ann Sherman reported that the State budget was awaiting the Governor's signature, with good provision for the CSU (which is good with energy costs up).

CO Liaison Carrie Rieth reported that campus organizations need to be advised there is an Attorney General letter regarding the regulations for conducting raffles and the rules need to be followed.

H. REPORTS

Due to the abbreviated meeting, no formal reports were requested from Standing Committee Chairs, but Krater asked if there were any matters of timely import to be reported to the Board.

A number of groups shared that they are having problems with recruiting staff in the post-pandemic world.

L. INFORMATION/ANNOUNCEMENTS

Krater posited that as part of our planning for the future, AOA needs to establish a central storage place in the cloud for its various files and documents where they can easily accessed. Currently, they reside on the computers of Service Providers and past AOA leadership, and we don't want to lose our history of conference scripts, prior EC leadership and Standing Committees, EC and Annual Meeting minutes, awards histories, and numerous other items that are potentially of future interest. We would need someone to manage that site.

M. ADJOURNMENT

By acclamation, the Executive Committee was adjourned at 12:00 pm.

Respectfully Submitted,

Secretary/Treasurer

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