MC Division Board Meeting Minutes (2/9/19)

1. **Overview:** The MC Division Board met via Zoom conference, with Division Chair, Tonya Henderson presiding.
2. **Attendees:**

Tonya Henderson, 2019 Division Chair

Eric Sanders, 2019 Program Chair

Uzonna Olumba, 2019 PDW Chair

Rida Elias, Representative at Large

Daniel DeGravel, Representative at Large, Newsletter Chair, Domain Statement Committee Lead

Jeffrey Moore, Representative at Large, Newsletter Committee

Steve Munkeby, Doctoral Consortium Chair

Rickie Moore, Treasurer

Suzanne Cromlish, Volunteer, Newsletter Committee

Eleftheria (Ella) Egel, Volunteer

1. **Agenda (Mountain time):**

0800-0815 Close out action items from last meeting

0815-0820 Budget & sponsorship

0820-0825 Doctoral Consortium

0825-0830 Communications

0830-0835 Elections

0835-0840 Domain Statement

0840-0845 Possible new journal

0840-0850 New business

0850-0900 Round robin

Deferred topics: Strategic planning process (once we get the domain statement set)

1. **OLD BUSINESS:**
   * **Budget & Sponsorship:** *We still don’t have the final numbers for our budget this year, but we expect to close 2018 with a balance of around $24K based on $16,688 for costs in 2017 since the Dinner invoice was much lower than we expected (only $3K). This may explain the low quality of the food they served, which was not up to expectations. Rickie indicates that the Academy has renewed our exceptional allocation (above the standard, per member allocation). Typically, divisions get $500 plus $11 per member. Rickie clarified that the allocation is based on 30 June numbers, not the January count. Last year we came in at 1108.*

***Sponsors are wanted for:***

*MCD Social (Goal $3K)*

*MCD Members &Friends Dinner (Goal $5K)*

*Doctoral Consortium (Goal $1K)*

*PDWs (Can be small to cover catering for a specific session)*

*Awards (Goal?)*

*We arbitrarily set these goals to cover just roughly half the costs for these events.*

**Plaques:** *Plaques have been shipped to Søren and the Key Word revision team.*

**Sponsorship:** *Rickie received the list of prior sponsors from the Academy and indicated that there have been some unpaid sponsorship agreements in the past, tied to award sponsorship. He is reaching out to secure payment. Eric will assist with Benedictine. Jeff will leverage our social media accounts to give positive press to our sponsors.*

* + **Membership numbers***: Outreach through social media this year wasn’t sufficient. AOM connect, the recommendations from the CSUN team, and additional outreach need to be addressed. However, the numbers below were probably not collected at the same time of the year (as previously believed). Ella indicated that other divisions have noted a spike in membership just before the conference.*
* **Division History Project:** *Amandine has started moving through the list of past chairs, contacting them with Jérémy’s help.*
* ***Creating an MC-Sponsored Consulting Journal:*** *No new information at this time.*
* **Doctoral Consortium Planning:**
* *Steve asks that we send any previous doctoral consortium flyers to aid him in developing this year’s and is open to suggestions.*
* *When the catering system opens, Steve will need to work with Uzonna to order breakfast. We always over-order and this has been identified as a way to cut costs.*
* *Eric will reach out to universities to seek sponsors for the consortium.*

1. **Elections:** *Nominations are open. Amandine is in charge.*
2. **Communications:**
   * + **Newsletter:** *The newsletter committee met recently and assigned several action items.*

*We set a deadline of 1 March for the next newsletter issue. We should cc Jeff and Suzanne when submitting content. See Google Docs for the schedule.*

* + **Additional Content for our Members:** *We have good content, just need the AOM Connect file repository so we can share it. – No change*
    - **CSUN Student Project:** *Waiting to see if another team will want to pick up where the CSUN team left off.*
    - **Division web Site:** *We need to convert to AOM connect microsite (requested) and we need to make sure Daniel has write permissions when we set up the division’s AOM Connect presence.*
    - **AOM Connect:** *In work.* [*https://connect.aom.org/home*](https://connect.aom.org/home)
    - **New Member Communications:** *We will focus on this after the submission deadline. No change*
    - **LinkedIn Group:** *Anyone can join the conversation and members are invited to showcase specialties, etc. Jeff will schedule us to each take a month to carry the conversation on LinkedIn; he agreed to go first. We can leverage these groups to promote PDWs, etc.*
    - **Domain Statement Revision:** *Our submission must be in by 1 June for DIGR consideration in August.*

1. **NEW BUSINESS:** 
   * **PDW program:** *There was a glitch in the AOM email system, which sent check in rejection notices erroneously.**It has been corrected. Uzonna indicated that we lost a few PDW hours. Last year we had 20 but are down to 18 this year. The consortium takes up a lot.*
   * **Scholarly Program, Distinguished Speakers selection, & Reviewer deadline:** *Fred Miller and Judith Katz have agreed to be our distinguished speakers. Eric is still working on whom to invite for the Members and Friends dinner. Eric reports that the review process is going smoothly.*
   * **Socials, catering, etc.** *We may be able to increase the budget for the social and dinner a bit, based on the expected budget.*
   * **Lodging considerations:** *Tonya indicated that it can be helpful for the division leadership to stay in the hotel where most of our activities occur.*
   * **Members and Friends Dinner Registration:** *Rickie has been working with the Academy staff to fix the problems we had last year. Last year, the dinner registration was a poorly designed afterthought in the PDW registration process. Rickie is test driving a new system with the staff to prevent the Program chair from having to front personal funds for people and then collect cash.*
   * **Welcoming New Members at the Conference:** *Rida suggested we increase our new member support at the conference, itself. Suggestions included a sort of mentor speed-dating activity at the social.*
2. **ACTION ITEMS:** 
   * **OLD:** Promote the Division/All: Request that all board members & volunteers post to the MC Facebook group, LinkedIn, & AOM Connect every few weeks. It could be an article you read and want to share a link to, something about the division, an honor or award received by one of our members, etc.**--- *OPEN***
   * ~~Get the second video done/Eric~~ *~~---~~* ***~~Closed~~*** *~~The video is done but needs editing.~~*
   * ~~Join AOM Connect/All-~~***~~OPEN~~*** [***~~https://connect.aom.org/home~~***](https://connect.aom.org/home)
   * Encourage others to ensure they are registered as an MC member with the Academy/All- Push ahead of the January count- **OPEN** *Please keep recruiting!*
   * Collect data from the Academy regarding our constituents (incl. primary language)/Tonya- ***OPEN.*** *It looks like the last full survey was in 2016. Results requested.*
   * Respond to Daniel’s call for Newsletter content- All- ***OPEN*** *Eric agreed to provide a note from the field. Joanne Preston is willing to contribute to the next issue, but she needs the deadline so she can plan. Eric and Tonya will fill in the remaining two sections today and we will try to get this sent out before the paper submission deadline.*
   * Promote the doctoral consortium- Steve & All-- ***OPEN***
   * Tonya and Rickie will develop a basic, simple call for sponsorship that can be shared with potential sponsors in time for end of year giving. -**OPEN** *The email blast addresses this to some extent. More formal letter in work.*
   * Rickie will provide a list of prior sponsors to Tonya and Richard and reach out to some of these organizations. **-OPEN**
   * ~~Uzonna agreed to assist Arpita by pushing Joanne Preston’s video to Instagram and YouTube.-~~**~~CLOSED~~**
   * Tonya will reach out to the new members around the new year and again in August to facilitate recognizing them at the business meeting and welcoming them to the Division.- **OPEN**
   * Uzonna will reach out to her network for newsletter content.-**Status?** *Late January is a good time for this.- Is this still needed?*
   * Emmanuel will provide the newsletter team with an 80-word input regarding the 2020 China conference, suggesting that members plan ahead and noting its openness to additional methodologies.-**OPEN** *This may have to go in the next edition (1 May deadline)*
   * *Monitor the Student Engagement LinkedIn Group and actively promote conversation: Jeff, Steve, & Arpita (principal) All (supporting role).* ***Status?*** *More engagement is needed. We have added several members and we have two groups, one that was set up a while back and forgotten.*
   * *Eric and Tonya will work the transition of the division web site to AOM Connect.-****OPEN (revised).***
   * ~~Steve Munkeby will write a paragraph on the doctoral consortium for the newsletter. /Steve-~~ **~~CLOSED~~**
   * All are requested to share any information from past doctoral consortiums with Steve Munkeby as he prepares for this year’s. /All-**CLOSED**
   * Tonya and Eric will create a folder on AOM Connect for Doctoral Consortium materials and references. /Tonya & Eric- **OPEN**
   * Uzonna asks that we all log into LinkedIn and join the MC group. We need more volunteers to actively participate in the online forum./All- In work- **OPEN-** *Status?*

* Follow up with Bob Gephardt about the idea of a consulting-focused journal and let the board know his thoughts/Amandine- **OPEN**

***NEW:***

* *Secure payment from Benedictine for previous award sponsorships/Eric and Rickie*
* *Reach out to past leaders to see who initially set up the Twitter account so we can consolidate/Tonya*
* *Reach out to universities to seek sponsors for the consortium/ Eric*
* *Carry the conversation on LinkedIn for February/Jeff*
* *Carry the conversation on LinkedIn for March/Suzanne*
* *Share previous doctoral consortium flyers with Steve if you have them/All*

***DEFERRED:***

* + Accept inputs and work the strategic plan building on the foundation Amandine set/Tonya- ***OPEN.*** *Delayed pending Domain Statement work. We agreed that the existing strategic direction is still sound in the meantime. We will continue working on the goals Amandine put in place last year.*

1. **Round Robin:** We polled those still on the line, although consensus was that we had covered the bulk of relevant topics. (Note: If the Zoom link drops during a meeting, just click on the link again to rejoin the conference.)
2. **Closing comments:** Tonya thanked everyone for their time and all of the efforts between meetings. **Next Meeting: 23 March at 0800 Mountain Time.**

*Tonya’s vision for MC this year: We are an inclusive, multi-generational division that welcomes all who study and/or engage in responsible management consulting. We have adequate resources and are the home division of true scholar-practitioners. We welcome newcomers with open arms and appreciate the richness of varied perspectives while cherishing our heritage and “standing on the shoulders of giants.” The MC division is thriving- maintaining and growing its niche through the efforts of its dedicated board and volunteers.*

*For Your Reference:*

**MC Division YouTube Channel**

<https://www.youtube.com/watch?v=IvbVScJe2nk&app=desktop>

**APPENDIX A**

**REFERENCE MATERIALS TO KEEP US FOCUSED**

**2019 Board Goals (as of 8/14/18):**

* + **Find sponsorships**
  + **Increase membership**
  + **Record 2 podcast videos with Tony & Joanne to help submitters design an acceptable MC paper**
  + **Review domain statement:**

*MC Division---Specific domain: is to advance knowledge and understanding of management consulting and to aid in the development of consultants from the perspectives of research, practice and teaching. The focus of the Division is on the discipline of consulting, as well as the consulting industry. The Division encourages interdisciplinary and integrative approaches to management consulting which lead to the continuing development of the discipline. Major topics include: the consulting process, ethical issues in consulting, the roles and responsibilities of academics in the field, the role of consultants in leading change initiatives, the management of consulting firms, the marketing of consulting, and the expanding role of consultants in organizations and society. (Revised Statement and Name 3/99)*

* + **Review Catering ambition? (increasing costs)**
  + **Newsletter format**
  + **Write the history of the division by the founding fathers/mothers**
  + **Best non-profit sector board management practices**

*Tonya’s vision for MC this year: We are an inclusive, multi-generational division that welcomes all who study and/or engage in responsible management consulting. We have adequate resources and are the home division of true scholar-practitioners. We welcome newcomers with open arms and appreciate the richness of varied perspectives while cherishing our heritage and “standing on the shoulders of giants.” The MC division is thriving- maintaining and growing its niche through the efforts of its dedicated board and volunteers.*

**APPENDIX B: Domain Statement Revision Notes**

11/17/18- We will reengage on this shortly. It must be worked through the formal Academy process for even minor changes. Søren agreed to help us.- TLH

**Domain Statement DRAFT.**

*MC Division---Specific domain: is to advance knowledge and understanding of management consulting and to aid in the development of consultants and scholar-practitioners from the perspectives of research, practice and teaching. The ~~focus of the~~ Division is focused on the ~~discipline of consulting, as well as~~ the impacts and discipline of consulting ~~industry,~~ and the industry as a whole. The Division encourages interdisciplinary and integrative approaches to management consulting which ~~lead to the continuing~~ contribute to the development of the discipline. Major topics include: the consulting process, ~~ethical issues in consulting, the~~ roles and responsibilities of academics in the field, ~~the role of~~ consultants ~~in~~ leading change initiatives, the management of consulting firms, the marketing of consulting, ~~and~~ the expanding role of consultants in organizations and society, boundary-spanning, strategy, change management, ethics of consulting, scholar-practitioner education, and organization development.*

* + There are too many specific areas listed. Which ones do we keep/eliminate?
  + Comments on the old domain statement from last meeting:
    - The domain statement is very broad and inclusive, perhaps too much so. While it serves to be inviting, it may require a more specific mission statement in order to drive strategic direction going forward.
    - The major topics listed are dated. It was noted that the division as it currently exists does much to address boundary-spanning, strategy, change management, ethics of consulting, and organization development.
    - We should go back to the research that was done to establish our new keywords, since it captures what is important to the division. It was developed using a survey and interviews and was very thorough. --- *Need to do this*
    - We need to think about who we serve. Considerations included the voices of consulting clients, keeping the research component of our identity in mind, beginners in the industry, students, intercultural and virtual aspects, etc.
    - It was noted that the domain statement doesn’t sound very academic, but our paper acceptances tell a different story; the academic approach to consulting is a non-negotiable item since we are a part of the Academy.
    - Professional doctorates are on the rise, in the US and in China in particular. Our appeal to these programs is what drew Steve Munkeby to the division and he suggests that we strengthen that component even further. It was reiterated that executive doctorates, DBAs, etc. are increasing, with start-ups including online and blended programs. This brought us back to the notion of being boundary-spanners.
    - We want to keep the old domain statement’s open and welcoming aspects, perhaps adding something subtle to communicate this (multi-generational or some other term?)
    - Daniel reminded us that the danger in emphasizing practice is that we could sacrifice quality, as is often the case. Consensus was that we must not dilute the academic side of things as we step toward this inclusiveness. We must maintain our quality and theory-based approaches. Whether we bluntly state that in the domain statement or use our processes to continue institutionalizing quality, we have to be careful about this.