MC Division Board Meeting Minutes (9/22/18)

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

Daniel DeGravel, Representative at Large

Jeffrey Moore, Representative at Large

Steve Munkeby, Doctoral Consortium Chair

Emmanuel Monod, Volunteer

1. **Agenda:**

**Part I:**

0800-0810 Close out action items from last meeting

0810-0820 Review the domain statement (Discussed in detail after completion of the main meeting agenda)

0820-0830 Newsletter

0830-0840 Budget & sponsorship

0840-0850 Review the existing strategic plan- Initial conversation about whether we want to revise/edit/stay with the SEAM format

0850-0900 Round Robin

**Part II:**

Domain Statement Discussion – free form

1. **Action Items Scrub:** 
   1. 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.--- *This item remains open. All members are requested to promote the division using social media and to join AOM Connect.*
   2. Follow up on sponsorship/Richard & Tonya--- *This item remains open. Richard is building sponsorship packages and has an old example (from a TEDx event) which may or may not be useful. Tonya will request the full set of rules telling us what we can and can’t offer sponsors, as we have not yet received that.*
   3. Get the videos encouraging more submissions done/Tonya, Rida, Arpita*--- This item remains open. Tonya is meeting with Joanne Preston on 13 October, but additional follow through is required, to include reaching out to Tony Buono.*
   4. ~~Send social media info to Arpita/Uzonna--- COMPLETE~~
   5. Division history documentation/Amandine*--- In work. Amandine reports that she is getting help from Jeremy Salmeron and asking Leslie for assistance as well.*
   6. ~~Communicate the dinner refund decision & request the refund from the Academy/Tonya--- COMPLETE~~
   7. ~~Set up Zoom meetings/Rida COMPLETE~~
   8. ~~Set up What’s App group/Rida COMPLETE---~~ *Board members are asked to allow notifications to ensure they see items shared using this platform. Additionally, all are requested to join AOM Connect; this is a robust platform that not only promotes member engagement but will provide a living repository for documentation and member resources. Some other divisions are already using it and we expect to be online in October. This is not a replacement for our other modes of social media engagement (e.g. Facebook and LinkedIn), but an addition to these platforms.*
   9. ~~Add Steve Munkeby to all correspondence/Tonya COMPLETE~~
   10. Newsletter/Daniel--- *In work. See details below*
   11. Interface with Daniel regarding student support/Tonya--- *In work. Tonya will conference with the team lead Monday night and connect the team with others as appropriate. Tonya will sign the confidentiality agreement on behalf of the division. Daniel will provide a copy of the syllabus to help us make the best use of the student consulting team.*
   12. Communicate the board’s decision regarding the China conference/Tonya- Drafted formal letter- just need to sign & send--- *In work. The draft was shared with the rest of the board. Amandine and Rickie have inputs regarding support for the 2019 Lyon Conference.* *We clarified that the dates for the Shanghai conference are 8-14 March 2020, to be specified in the letter of support.*
2. **Newsletter:** Daniel has developed a simple, 1-page newsletter format, designed as a quick read that can be distributed more often. There is a need for content and additional help with curation and editing. Jeff and Emmanuel have agreed to help, and Tonya will reach out to Suzanne Cromlish to see if she might be interested as well. Content includes news from leadership, news from industry, “research that moves” (members making a difference through their research), member benefits, and member perspectives. The entire leadership team is asked to begin submitting content (short pieces of 1 or 2 paragraphs) that can be used to fill blank space and communicate important matters to the membership. Please understand that the editorial team will need to revise in some cases, in order to make it fit and/or correct grammar, etc. The desire for a native English speaker to assist with editing in the interest of capturing the nuances of expression, etc. was noted and Jeff offered to assist. We also agreed that it would be good to add a consulting joke, as long as we are careful not to offend our constituents.
3. **Budget & Sponsorship:** Our budget for 2019 will depend in large part on our membership numbers in January, when the Academy counts, and our ability to secure corporate sponsorship. We hope to be deliberate in how the money is spent, taking into account how it aligns with our goals as a division.
4. **Strategic Planning:** We agreed that the strategic plan put in place by Amandine remains valid and relevant. We intend to continue to execute using her model as we work the domain statement and longer-term plan in parallel. Eric proposed that we continue to use the action plan format to ensure alignment with the existing goals. Daniel was asked to share some of his strategy materials specific to nonprofits and Emmanuel offered to contribute as well. Tonya will work the methodology and lead us through the content, but requests input in light of the amount of expertise among our board members.
5. **Round Robin:** Next we gave everyone on the line an opportunity to speak.Highlights follow.

* **Communications:** The Newsletter & Communications are important, and the direction established above is valid.
* **Program:** Eric will assist Uzonna with lessons learned and ideas to support PDW selection.
* **Doctoral Consortium:** Steve Munkeby is the new Doctoral Consortium Chair, and this was his first time joining our board meeting.
* **Translation:** Emmanuel suggested translating the newsletter into Chinese; he has students who can assist. This led to a larger discussion of inclusiveness and deciding what other languages to consider. The general consensus was that we can’t rely on Google Translate, owing to its poor handling of Chinese and its awkwardness with regard to sentence structure. Uzonna is willing to help with translation issues as well. As a first step, Tonya will ask the Academy for data on the primary languages of our stakeholders. French and Spanish translations may also be desirable, and Arabic was also mentioned. Uzonna noted that where we might run into trouble is if we are asked to accommodate a particular language and say no; it may be that those requesting additional languages will be asked to assist in translation where resources are lacking.

1. **Domain Statement Discussion.** Following completion of the main agenda, we had an information-gathering session specific to the domain statement revision.Highlights follow:
   * 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.
   * 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.
2. Action Items:

**Previous (still open):**

* 1. 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.--- *This item remains open. All members are requested to promote the division using social media and to join AOM Connect.*
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  3. Get the videos encouraging more submissions done/Tonya, Rida, Arpita*--- This item remains open. Tonya is meeting with Joanne Preston on 13 October, but additional follow through is required, to include reaching out to Tony Buono.*
  4. Division history documentation/Amandine*--- In work. Amandine reports that she is getting help from Jeremy Salmeron and asking Leslie for assistance as well.*
  5. Interface with Daniel regarding student support/Tonya--- *In work.*
  6. Communicate the board’s decision regarding the China conference/Tonya- Drafted formal letter- just need to sign & send--- *In work.*

**New Action Items:**

* 1. Join AOM Connect/All
  2. Newsletter editing and curation/Daniel, Jeff, Emmanuel
  3. Provide content for the newsletter/All
  4. Reach out to Suzanne Cromlish to see if she would like to assist with the newsletter (or engage with the board in another way)/Tonya
  5. Accept inputs and work the strategic plan building on the foundation Amandine set/Tonya
  6. Share non-profit specific strategic planning suggestions/Daniel, Emmanuel (and others as desired)
  7. Continue revising the domain statement based on inputs received to date, keywords, etc./Tonya
  8. Encourage others to ensure they are registered as an MC member with the Academy/All- Push ahead of the January count
  9. Share lessons learned and PDW program development suggestions with Uzonna/Eric
  10. Collect data from the Academy regarding our constituents (incl. primary language)/Tonya

1. **Closing comments:** Tonya asked if this way of managing the meeting time works for the team. Feedback was positive, and she agreed to prepare read-aheads in sufficient time for people to be prepared for this kind of short, focused agenda. As a rule, read-aheads will be provided at least three days in advance, with a goal of seven days.
2. **Next Meeting: 27 October at 0800 Mountain Time.**

**For reference:**

**Board Goals 2018-2019:**

* Find sponsorships
* Increase membership
* Record 2 podcast videos with Tony & Joanne to help submitters design an acceptable MC paper
* Review domain statement
* Review Catering ambition? (increasing costs)
* Newsletter format
* Write the history of the division by the founding fathers/mothers

**Calendar (partial):**

* AUG (Publish pictures on social media & capitalize on the buzz from a successful conference. Share links to all social media accounts and Dropbox. Provide current contact list to the board and key volunteers.)
* SEP (Review & revise the Strategic Plan and Domain Statement. Work on videos about submission)
* OCT (Build projected budget for 2019. Solicit for submissions via social media & AOM Connect.)
* NOV (Solicit for submissions via social media & AOM Connect.)
* DEC (Review and approve budget for 2019, discuss catering, & identify funding sources for anticipated shortfalls. Solicit for submissions via social media & AOM Connect.)
* JAN (Papers due. Begin implementation of a few best practices measures.)

*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.*