



**Board of Directors Conference Call Minutes**

**December 12, 2011; 1:30 pm CDT**

**1-800-665-9175, passcode 1624846737#**

**<http://www.myacsess.org/committee/acsess003/>**

**ACSESS Vision: *The Leader in Creating Solutions to Advance Science.***

**ACSESS Mission: *Global provider of superior services to scientific societies***

**ACSESS Core Values, We Believe In:**

- *Transparency, inclusiveness and integrity (in everything we do)*
- *Superior service to Member Societies*
- *Excellent stewardship of members' interest*

The meeting was called to order by Chair Nick Comerford. Board members present were:

Nicholas B. Comerford, Chair and SSSA Past President

Francis J. Pierce, Secretary-Treasurer (2010-2011) and ASA Past President

Newell R. Kitchen, ASA President

Jeffrey J. Volenec, CSSA President-Elect (Vice Chair Elect)

Joseph G. Lauer, CSSA Past President

Gary M. Pierzynski, SSSA President-Elect (Secretary-Treasurer Elect)

Maria Gallo, Vice Chair and CSSA President

Kenneth A. Barbarick, ASA President-Elect

Mark A. Brick, Incoming CSSA President-Elect

David L. Lindbo, Incoming SSSA President-Elect

Paul M. Bertsch, Past Chair, ex-officio

Ellen Bergfeld, Chief Executive Officer, ex-officio

Also participating:

Wes Meixelsperger, Chief Financial Officer

Mark Mandelbaum, Director of Publications

Rebecca Polk, Recorder

Approval of Minutes:

ACTION: It was moved by Joe Lauer to approve the October 14-15, 2011 ACSESS Board of Directors minutes from the strategic planning session. Seconded by Fran Pierce. Carried unanimously.

ACTION: It was moved by Ken Barbarick to approve the October 15, 2011 ACSESS Board of Directors minutes. Seconded by Gary Pierzynski. Carried unanimously.

Financials

Wes commented we are waiting on Digital Library quotes and no additional changes since the October meeting. Update to come end of January with year-end numbers. Ellen indicated we have had correspondence from the Gates Foundation regarding possible funding. Fran has visit with Gates representative the week of January 16, 2012 so can also discuss ACSESS at that time.

### Digital Library Update: Business Plan Update/Cost Issues:

Meetings were held with Mark Logic reviewing requirements. They have taken this info and will come back with detailed cost estimate within 2 weeks. No surprises expected. Taxonomy quote has come in with estimates of approximately half of the expected \$30,000. The first draft is being reviewed. Estimate of revenue potential to be done by late January 2012. Open access discussed and will be incorporated into business plan. This policy proposal is posted at the individual board websites.

### Staffing Update

Science Communications, Science Policy Office

Structuring changes were needed to bring Science Communications area under Publications so changes have been made. Science Policy Office- Karl Anderson started in mid November.

Caron Gala indicated she would resign to pursue PhD. This will allow for restructuring of that position. Working on writing new job descriptions to best compliment what we do now. It may be possible to extend Bruce Knight's contract through end of January for assistance and hiring. Additional Discussion saved for Executive Session.

### Values Deployment Plan Update

Annual Surveys – timeline (Ellen/Maria) **Ellen will be working with Maria on timeline for this going forward and getting calendar set up.**

**CSA News-Article was placed in December 2011 Issue**

Post Values: (Office/Web/Agenda) **Values were included on this agenda and Ellen is working with headquarters staff on how incorporate at ACSESS offices. Holiday Party coming up and can go over values there.**

**Staff Recognition-Holiday party will review practices**

**Bonus Pool-End of 2012 tie in**

### ACSESS Priorities Review: Nick reviewed the following priorities and dates were discussed as timeline goals

1. Priority: Position ACSESS as the technological leader in scientific publications among its peers  
GOALS:
  - a. The CEO, Publications Staff, IT Staff, along with EiCs will develop a publications business plan for final approval by ACSESS BOD by quarter 1, 2012
  - b. The CEO, CFO, and pubs staff with marketing resources will build a world - class book publishing business by March 15, 2014.
  
2. Priority: Develop suite of products to offer variety of resources to ACSESS clientele  
GOALS:
  - a. Products and services for scientific societies for marketing and communication.
  - b. Innovation work team to provide BOD by May 2012 a report summarizing new ACSESS products and services for scientific societies for consideration by BOD's.

*Work Group will be Jeff Volenec, Dave Lindbo, and Ken Barbarick. Chair to be Ken.*

3. Priority: Increase revenue –Create a Business Development plan to obtain external clientele.
  - a. Goal: To create a phased in business plan in order to obtain external clientele with a focus on potential profits by hiring a consultant that will work with the CEO and CFO, delivered August 1, 2012.  
Detail: Publications, Meetings, Education, Science Advocacy, Back Office Consulting, Certification.  
\*Evaluate current strength relative to benchmarks.  
\*Identify new areas of opportunity  
-Reduced Costs/Profit Sharing

#### ACSESS Business Model Plan-Reviewed by Nick

Strategic Priorities and Goals-Incorporate into Agenda (Nick/Maria, Ellen)

Review Final Draft provided by Bob Morris & Buck Rhyme of Organizational Skills

Associates-**Still waiting on this**

Plan for discussing plan with ACSESS Employees/Staff Meeting-Directors/Ellen

Communication to ASA, CSSA, SSSA Boards (Gary-Lead, Newell, Mark)-**Nick stressed importance of this piece and how important this will be right away in early 2012.**

**Gary suggested one pager recap of above to be created and will draft something to circulate in Jan for Discussion.**

#### Board Only Executive Session

Discussion was held and proposal was made to add an ACSESS BOD position.

Action: It was moved by Ken Barbarick and seconded by Newell Kitchen to add an ACSESS BOD position. Specifics of the additional BOD seat were developed and sent out after the call and the final motion states:

#### **Additional Time-limited Board Member 2012**

**Whereas the ACSESS Board continues to be in the development stage, and**

**Whereas Dr. Paul Bertsch has institutional memory spanning this development from the near beginning, and**

**Whereas Dr. Bertsch has played a pivotal role in the development of ACSESS**

**It is proposed that a nonvoting BOD position be created and filled by Dr. Bertsch for a 1 yr term.**

Vote was held via email and motion carried.