

**AAPT Executive Board Minutes (DRAFT)**  
**28 April and 3 May 2014**

**Executive Board Meeting I: WebEx Teleconference**  
**Monday, 28 April 6:00 – 10:00 pm EDT**

**Members Present:** Steve Iona, President; Mary Mogge President-Elect, Janelle Bailey, Vice-President; Gay Stewart, Past President; Wolfgang Christian, Secretary; R. Steven Turley, Treasurer; David Jackson, *ex officio* (Editor, *American Journal of Physics* (AJP)); Gary White, *ex officio* (Editor, *The Physics Teacher* (TPT)); Greg Puskar, Chair Section Representatives; Jan Mader, Member-at-Large (High School); Paul Williams, Member-at-Large (2-Year College); Beth Cunningham, *ex officio* (Executive Officer)

**Guests:** Marilyn Gardner, Director of Communications and Membership; Tiffany Hayes, Director of Programs & Conferences; Erwin Campbell, Director of Information Technology; Jack Hehn, AAPT Senior Fellow; Robert Hilborn, Associate Executive Officer; John Layman, AAPT Archivist; Erwin Campbell, Director of Technology and Information Systems; Rogers Fuller, Associate Director of Membership; Michael Brosnan, Director of Finance; Rashonda Rosier, Marketing Manager

**Call to order (Iona)**

The meeting was called to order at 6:04 PM EDT. Iona announced that John Fitzsimons recently passed away. Iona then presented an overview of key agenda items.

**1. Approval of agenda (Iona)**

Mogge moved and Bailey seconded a **motion to approve the agenda** in the Spring14 iBook. Motion approved unanimously.

**2. Approval of minutes (Iona)**

Christian moved and Mader seconded a **motion to approval the minutes of the WM14 Board Meeting with minor corrections.** Motion approved unanimously.

**3. Consent agenda (Iona)**

Iona moved and Stewart seconded a **motion to approve the consent agenda in the Spring14 iBook.** The motion passed unanimously.

The consent agenda:

- Appoint Paula Heron, Martha Lietz, and Elisha Huggins to the Physics Teacher Editorial Board for a 3-year term.
- Motion to reappoint Daniel Smith to the AIP Liaison Committee on Under Represented Minorities (LCURM).
- Motion to appoint Beth Cunningham and Steve Iona to the AIP Education Liaison Committee.
- Motion to approve changes to the Hashim A. Yamani fund as described in the iBook.

- Appoint Beth Cunningham and Mike Brosnan as non-voting *ex officio* members of the Finance Committee.

#### 4. Brief reports (dashboard) from senior management (Iona)

- Hayes reported that SM14 registration has only been open for one week and that it was too early to predict registration but that workshop and paper submissions are similar to past summer meetings.
- Cunningham reported that the Univ. of Maryland Physics Department has declined to provide laboratory facilities for the US Physics Team due to construction. Her office has approached George Washington University as an alternate site for doing labs. Christian asked about penalties for cancelled meetings. Hayes responded that cancellation penalties were not in the contract. Puskar asked if the US Physics Team is self-sustaining. Cunningham responded that the AAPT underwrites 50% of the cost.
- Campbell reported recent server and other technology improvements. Christian asked about integration of AAPT and ComPADRE databases and asked how soon it would be possible for ComPADRE and AAPT to share membership lists. Campbell responded that he has had discussions with ComPADRE developers for how to share membership status in preparation for having premium content on ComPADRE for AAPT members.

Mader asked about the fraction of ACP technology budget that AAPT is being assessed. Campbell stated that we administer our own servers but we rely on a shared backbone and network switches. We have some virtual machines on ACP shared servers. Brosnan added that we pay about \$48K/yr for these services.

- Rosier presented a marketing overview. Iona asked about the return on investment in social media efforts. Rosier responded that we are charged \$0.82 per click on an AAPT advertisement but that we cap the total cost by not showing AAPT ads when we reach our monthly limit. Rosier reported that she did not have any data to determine the effectiveness of these advertisements.
- Gardner presented a communications report and proposed subscription rates for 2014. Her non-member subscription rate recommendation is based on trends reported in the Allen Press pricing study. Iona commented that non-member (library) subscribers are our largest revenue source. Turley asked about correlation between non-renewal and price increase. Gardner responded that she was not able to determine any correlation. Jackson asked if our pricing encourages users to stop getting print editions and notes that last year's 10% subscription loss is unsustainable. Turley added that the trend at the BYU library is to reduce paper subscriptions. Stewart noted that the real cost of paper and shipping is increasing faster than online costs. Gardner clarified the discussion that when a university purchases a subscription it submits a range of IP addresses that are granted access to our journals.

Turley asked if recent price increases are related to production cost or printing and handling costs. Gardner responded that only paper and postage are going up because we have a 3-year contract for typesetting. Jackson asked if there has been any progress implementing a tiered pricing for small and large schools. Gardner responded that tiered pricing is part of her discussion with AIPP. Iona asked if we anticipate an increase in income based on the proposed price increase. Garner responded that we expect an increase in revenue of the order of 6%.

**Iona asked the Secretary to hold an electronic vote on the Motion to approve the implementation of the non-subscriber price increase.** (Note: The Board subsequently approved the motion during the electronic vote with ten (10) affirmative votes, one (1) negative vote, and zero abstentions.)

Turley asked about the large increase in single-issue price. Gardner responded that twelve single issues should not cost less than a yearly subscription.

Iona asked about the cause of the large decline in TPT subscriptions and if this decline mirrors the decline in HS membership. Gardner responded that the subscription decline mirrors the HS membership decline. Fuller added that some members are surrogates for institutional subscriptions. When we learn that individuals have subscribed with the intent to have the subscription serve as an institutional subscription, we contact them to let them know they need to purchase a non-member subscription.

- Brosnan presented a financial report that showed that both revenue and expenses were down but that the Association still had net a \$245K income. The current reserve balance of \$4.9 M is up from \$4.1M one year ago and our current cash balance is \$0.86M. Brosnan added that we do not have any outstanding items and that he does not anticipate any additional adjustments. Iona asked if there was anything special that has brought in extra money. Brosnan responded that revenue is up across the board.

## **5. Treasurer's report (Turley)**

Turley reported that recent budget surpluses have made this a good time to be elected Treasurer and that the Association will probably transfer another \$300K to long term reserves this summer. He added that there appears to be growth in the physics education market. Turley added that currently the Association has \$2.2M in undesignated funds and that we pay \$22K a year in financial advisory fees for these funds but that he does not know if this money is well spent.

Turley reported that PTRAs are self-funding and have a balanced budget but PER is over spending. He added that ComPADRE will soon exhaust its funds and that Mason has asked AAPT to approve \$33K to continue operations for the coming year. The report in the iBook does not reflect the reallocation of ComPADRE funds.

Iona asked if the Association is the fiscal agent for PER or is the PER group part of AAPT. Mader asked who picks up the check if PER overspends. Brosnan replied that the PER account has not yet gone negative but that the PER interest group within AAPT is spending funds faster than the fund is being replenished. Iona suggested that Turley contact the PER executive committee at SM14 to obtain information about future spending plans. Brosnan and Gardner also noted that they have had conversations with the PER topical group leadership about their spending rate.

Iona reminded the Board that we considered an AAPT contribution to ComPADRE during a previous Board meeting. He added that ComPADRE was state of the art when it was started but that it appears to have lost some its edge and that it may need to be redesigned to better serve AAPT members.

Turley stated that there are many things on ComPADRE that are essential to PER, such as conference proceedings and the PER User Guide. He recommended that we approve Mason's request.

Cunningham reported that some ComPADRE revenue has not materialized and that Adopt a Physicist and the Nucleus may move to the AIP website. She added that ComPADRE no longer hosts the Physics Classroom.

Iona stated that ComPADRE is an important library but there are still costs associated with hosting a digital library. Titus stated that ComPADRE is too important to fail and that he believes that it is providing important resources for members.

White asked about the impact of ComPADRE on the AAPT grant-writing community. He stated that almost every proposal that he has reviewed mentions ComPADRE. White proposed that AAPT/ComPADRE make better use of this grant participation.

Stewart stated that AAPT should provide ComPADRE continuation funding until we figure out what to do and that we need to think about our reputation with NSF if we allow ComPADRE to fail.

Mader stated that many high school AAPT members are also members of NSTA. She stated that NSTA does an excellent job communicating with its membership and that we need to send a once a month blip "Here is something on ComPADRE that you can use right now."

Williams asked how ComPADRE continuation funds would be budgeted. Cunningham responded that these funds would come out of the operating account, at least in future years. Brosnan added that the current year Association budget could absorb \$33K.

Titus stated that many AAPT interest groups, such as Advanced Labs, rely on ComPADRE. Jackson asked if the Board is prepared to create a recurring cost to support ComPADRE. He suggested that ComPADRE users, such as conference organizers, pay for this service.

Iona ended the discussion by suggesting that the Board should consider a motion on ComPADRE continue funding during the Board II meeting on May 3.

#### **6. Membership Report (Gardner/Cunningham)**

Gardner and Cunningham reported on recent membership recruitment efforts based on additional funding approved by the Board. Gardner stated that AAPT is a membership organization and that we want to do everything possible to recruit members. Gardner added that the Association has a list of high school teachers and had recently hired a part-time staff member to collect data for schools as described in the iBook report.

Turley asked what marketing do we do to Sections and Gardner responded that AAPT sends marketing material to Sections to distribute during Section meetings. She added that this effort seems not to be effective because Section members get the services that they need at a much lower cost through their Sections than from the national Association.

Jackson stated that his department at Dickinson has gone from an old department to a young department. He commented that something is missing since AAPT members are retiring but the new young faculty are not joining.

Turley asked what fraction of NFW attenders joins AAPT. Hilborn responded that we usually get 5 or 6 new members at each NFW. He added that NFW alumni who do not join are targeted as prospective members during our recruiting campaigns. Gardner stated the Association now captures participants from AAPT-sponsored workshops and adds these participants' data to our database.

Mader asked if there is a correlation between PTRAs workshop attenders and AAPT membership. She noted that when PTRAs workshops stopped AAPT membership took a nosedive because PTRAs started dropping their AAPT membership. Gardner added that we have now been asking PTRAs workshop organizers for names of individuals attending those workshops.

#### **7. *Art of Membership* book (Puskar/Bailey)**

Puskar and Bailey reported that the *Art of Membership* book was useful because it provides ideas for how an organization can best meet its member's needs. Bailey commented that this book helped her appreciate the challenges of serving our membership better. She added that we should all remember that college-teacher needs are not the same as high-school-teacher needs.

Turley asked if the process of attracting and retaining members are the same. Iona responded that they are not the same but that there are a lot of similarities.

Gardner commented that members often don't know what they need and Puskar added that it is import that we understand our members.

#### **8. AAPT fellowship program (Iona)**

Iona described the new AAPT Fellowship recognition and selection process and stated that AAPT is planning to start the Fellowship program at SM14. Jackson asked about the percentages of memberships in the various Fellowship categories not adding up to 100%.

Turley asked that the Association send a recognition letter to a supervisor or principal when Fellowship was awarded. Iona voiced strong support for this suggestion.

#### **9. Policy Statements to Area Committees (Iona)**

Iona stated that many AAPT policy statements on the website have not been reviewed for some time and asked the Board to review these statements. Iona will send these policy statements to Area Committees for discussion at SM14 and he will ask Board members to attend Area Committee meetings and present possible statement revisions to the Board.

#### **10. Miscellaneous reports (Cunningham, Mogge, Iona)**

- Cunningham reported that many organizations, such as APS, are going through restructuring and that large councils have been found not to work very well.
- Cunningham described changes in New York law that affect all nonprofits incorporated in New York state. AAPT risks being fined or losing its nonprofit status if we don't comply with the new law. She recommended that we spend \$5K to have a lawyer review our governance documents. Puskar asked if the Association can reincorporate in another state. Cunningham responded that reincorporation would cause us to lose our not-for-profit status for a period of time while our nonprofit status was under review.

Williams asked if there were other costs. Cunningham responded that we would need to hold an election to approve changes to the Constitution but that this cost was minimal if done in association with the general election in the fall. Changes to the By Laws can be approved by the Executive Board.

Puskar asked if there was risk if we do not pay for a legal review. Turley responded that we risk losing our non-profit status.

- Mogge proposed that AAPT adopt limitations on the number of posters submitted by a single person to a National Meeting.

**Mogge moved and Stewart seconded a motion that meeting attenders cannot submit more than four posters for a National Meeting. Motion was approved by affirmation.**

Bailey asked if this motion assumes that the first author is always the presenter. Mogge

responded that this motion applies to attendees who are listed as an author, not necessarily presenters.

- Cunningham reported that eight physicists have agreed to serve on J-TUPP and that she is working with APS to add a Hispanic physicist and an industrial physicist. J-TUPP members are: Laurie McNeil (co-chair), Paula Herron (co-chair), Jim Gates, Duncan Moore, Helen Quinn, Quinton Williams, Elizabeth McCormack, and Larry Woolf.

Hilborn is preparing material for the first J-TUPP meeting in fall 2014.

- Iona presented an overview of the Meetings Committee report. The Summer Meeting will stay 5 days because it is a larger meeting with more papers.
- Cunningham asked that Board members review the proposed Departmental Affiliation document and provide feedback to committee members Christian, Cunningham, Puskar, Jackson, or Hilborn.

#### **11. Strategic Plan Homework (Iona)**

Iona asked that Board members attending the meeting at the ACP convene Saturday morning to consider the next steps the Board should take to address AAPT membership needs.

#### **Executive Board Meeting II: ACP and WebEx Teleconference Saturday, 3 May 3:00 – 10:00 pm**

**Members Present at ACP:** Janelle Bailey, Vice-President; Wolfgang Christian, Secretary; R. Steven Turley, Treasurer; Gary White, Editor, *ex officio* (Editor, *The Physics Teacher* (TPT)); Beth Cunningham, *ex officio* (Executive Officer)

**Members Present via WebEx:** Steve Iona, President; Mary Mogge President-Elect; Gay Stewart, Past President; David Jackson, *ex officio* (Editor, *American Journal of Physics* (AJP)); Greg Puskar, Chair Section Representatives; Jan Mader, Member-at-Large (High School); Paul Williams, Member-at-Large (2-Year College);

**Guests at ACP:** Jack Hehn, AAPT Senior Fellow; Robert Hilborn, Associate Executive Officer; John Layman, AAPT Archivist; Bruce Mason, ComPADRE PI and AAPT Electronic Publications Editor

#### **12. Secretary Report (Christian)**

Christian reported that Roger Stuewer is about to celebrate his 80<sup>th</sup> birthday and that he has decided to step down from his position as the AJP Resource Letters Editor after 37 years of service. The Board will need to appoint a new editor but he recommended that the

Board first review the Resource Letter Editor position description. Jackson added that he would like for AJP to continue this position in some form but that the current RL format is not as useful as it once was. For example, a RL author might be asked to author an introductory article in addition to providing the traditional list of annotated article references. RL articles might then be published as an AAPT ePub. Turley asked if we could use articles from other journals. Gardner responded that we would need to seek permission from other journals.

Stewart asked if the RLs could be hosted on ComPADRE. Turley suggested that electronic RLs link to articles outside of AJP and TPT. Puskar stated that RLs are an important value for our members. Iona commented that AJP readers appreciated the current annotated bibliography format but that he would prefer a review article format. Turley added that Reviews of Modern Physics format is a possible model for the RL. Stewart suggested that the RL editor invite authors to contribute articles on the RL topic. Hilborn stated that the Board should discuss the utility of the current format as we discuss RL editorship.

Turley asked how the RL editorship fits into the AJP editorial structure and if the new RL editor should be an associate editor. Jackson responded that he doesn't know why RLs are not a section of AJP and that he would favor making the RL editor an associate editor. He added that AJP theme issue editors don't do very much of the actual work and that theme issues cause other papers to get delayed. Jackson added that he foresees very little extra effort to produce an ePub associated with a RL.

Turley moved Stewart seconded **a motion to make the Resource Letter editor an associate editor of AJP**. Because this motion was not listed in the agenda, the discussion and vote for this motion will occur electronically after the Board meeting. Christian will ask the Publications Committee for input on this motion before conducting the vote.

Christian announced that the ePub edition of the AJP GRC-related theme issue was now available for review and he asked that the Board consider adding an AJP ePub subscription option in addition to online and print subscriptions. He also asked how we should distribute the GRC-related ePub to members. Jackson stated that one of the reasons for producing the ePub was to obtain member feedback. Iona added that we need feedback before moving forward. Turley asked about the cost of producing the ePub. Christian responded that the cost for producing the current ePub was approximately \$2.00 per page.

The Board agreed to consider the AJP ePub subscription option during SM14.

### **13. Nominating Committee (Iona)**

Iona reviewed the duties of the Nominating Committee and reminded the Board that it appoints Nominating Committee Members and a Chair. The next Committee will select candidates for 4YR Member-at-Large, Vice President, and Treasurer as well as Area Committee Members. Turley remarked it is important to consider diversity as we fill these positions.



Numerous Nominating committee members were suggested including: Geraldine Cochran, Scott Schultz, Todd Leif, John Griffith, Tom Okuma, Joe Hefner, Elizabeth George, Tommi Holsenbeck, Martha Leitz, and Diane Riendeau.

#### **14. ComPADRE (Christian)**

Christian welcomed Bruce Mason to the Board meeting and Mason began a discussion of the future of ComPADRE and how ComPADRE could better serve the AAPT membership. Mason began the discussion by stating that ComPADRE hosts educational resources for physics and astronomy but that he doesn't foresee additional funding coming from other associations because they wish to provide material from their own sites. For example, AIP will now host the student research opportunities database. For the time being, the PhysTEC site will remain hosted on ComPADRE (and the PhysTEC site underwent major changes just recently). Mason added that ComPADRE is planning to consolidate some collections, particularly upper-level physics, to improve site navigation and resource stewardship. Mason reported that the Physics Front and Open Source Physics are the most visited collections now that the Physics Classroom has left ComPADRE. White suggested that additional ComPADRE funds could come from grants. Turley added that we should expect ComPADRE to receive support from grants that make use of ComPADRE for dissemination. Mason responded that future grant support requirements will be more formal.

Turley asked what happens to ComPADRE after Dec 2014. Mason responded that he is exploring funding options. ComPADRE needs  $\frac{1}{2}$  to  $\frac{3}{4}$  FTE to continue its operations. Turley asked if the organizations that were part of the original ComPADRE grant were expected to support ComPADRE's continuation. Mason responded that we expect some support beyond the end of NSF funding but that there wasn't any explicit agreement. AAS has mostly withdrawn any support and no longer is using ComPADRE for materials.

Christian proposed that ComPADRE stop listing other societies on the ComPADRE site unless those societies contribute. Mason agreed and added that ALPhA and PERC are supporting ComPADRE.

Christian suggested that the Board ask the Electronic Publications Advisory Committee to review ComPADRE and suggest strategies for how to enhance and continue ComPADRE. Iona asked that the Advisory Committee report also evaluate current usage. He noted that ComPADRE traffic has dropped from 2.5 million per month to 100K per month since the Physics Classroom left ComPADRE.

Mason stated that ComPADRE will need \$60K per year after 2014 to continue its mission but that AAPT does not have any obligations to NSF to continue. White asked about AAPT's obligation to host the PER Users Guide. Mason responded that we are obligated to host the guide but that this obligation does not extend past NSF grant support. Turley asked about an obligation to support the Paradigms project. Mason responded that the Paradigms

project will remain active for the next 2 or 3 years but that ComPADRE's role is minimal and consists of cataloging grant-related resources. He stated that we only need to keep the servers running to support the PER Users Guide and ComPADRE. Stewart asked about ComPADRE starting a premium service and how much work it would be to set up premium service. Mason responded that ComPADRE could set up such a service but that he has not worked out the details.

Turley moved and Stewart seconded a **motion to provide \$33,00 in continuation funding for ComPADRE through December 31, 2014.**

Turley moved and Gwinn seconded a **motion to augment the Electronic Publications Advisory Committee with ex-officio members from the Executive Office to create a strategic plan for the continuation of ComPADRE.**

Because these motions were not listed in the agenda, the discussion and vote for each motion will occur electronically after the Board meeting.

The Board thanked Mason for his work on ComPADRE before he signed off from the meeting.

#### **15. EO Report (Cunningham)**

There was a brief discussion of the proposal to improve the user experience at the AAPT website. The website is AAPT's face to the world. What do we want to project to the world? What are the main messages that should be on the home page? What type of social media should be on the home page? Cunningham will be developing a survey for both the Board and AAPT staff to complete related to these questions about the AAPT home page. Results of the survey will be shared with the Board at the Summer Meeting. In addition, the Board asked for information about cost to upgrade iMIS to the latest version which should improve the member portal and ecommerce interface.

Cunningham asked for feedback on the timeline for reviews of various AAPT programs including what programs should be included or excluded, the tentative dates for review, and how frequently each program should be reviewed. She will send Christian a copy of the latest version of the review guidelines. She will also provide an update on the actions taken following the review of the Apparatus Competition and recommendations made by its review.

Cunningham answered a few questions on the brief report on AAPT publications included in her report in the iBook. She will send the report to Christian to share with the Publications Committee. She mentioned the need to work with AIP Publishing to get a better understanding of consortia agreements.

#### **16. AIP Council, APS Council, FEd (Iona/Stewart)**

AIP and the APS are undergoing an extensive review of their governance documents and

procedures. Both are looking to establish smaller executive committees (Boards of Directors) who will have financial and governance oversight. Their current, large Councils will become more advisory bodies.

AAPT has representatives on each of these groups. It is not absolutely clear at this time what increased or decreased role AAPT might have as a result of the proposed governance changes. In AIP, it is likely that AAPT's role will increase with their formation of a smaller Board. The increase would be due to the number of working committees necessary to be populated by a smaller number of representatives. For APS, it is likely that the influence would be unchanged, but since AAPT is an invited representative on Council, it is possible that we will not be invited. Most of these groups will finish their work and their memberships will vote on changes by the end of the year.

#### **16. Board Retreat on Governance (Cunningham)**

The Board approved a retreat prior to the Summer Meeting to be focused on governance. Iona and Cunningham (and the other committee members – Hehn, Mogge, Stewart, Mader) have been in contact with Michael Daigneault of Quantum Governance (the consultant for AIP's governance review). They will bring a budgetary recommendation as an electronic motion to establish a working relationship with Daigneault.

The retreat would address legal and other oversight requirements of the Board, strategic and forward-thinking responsibilities of the Board, Board interaction/connection with constituencies, and Board purposes and appropriate relationships.

#### **17. Adornment**

Motion to adjourn passed unanimously at 9:40 PM EDT.

Respectfully submitted,  
Wolfgang Christian  
AAPT Secretary