

**OB Executive Committee
Meeting Minutes
Annual meeting of AOM
Sunday, August 1, 2021
3:00 - 4:30pm EST**

Attendees: Daan van Knippenberg, Ron Piccolo, Becky Bennett, Elizabeth George, Sigal Barsade, Brad Kirkman, Alex Gerbasi, Bret Bradley, Keith Leavitt, Jessica Methot, Sharon Hill, Shimul Melwani, Celia Moore, Beth Campbell, Oscar Holmes IV, Payal Sharma, David Wagner, Michael Johnson, Cecily Cooper, Marjo-Ritta (Maikka) Diehl, Terese Loncar

Full agenda for the meeting is available [here](#).

Meeting Summary

1. Welcome and Introductions

2. [Terese Loncar](#), AOM Chief Operating Officer, provided updates from AOM regarding membership, annual meeting attendance, and finances. Her summary presentation is available [here](#). Following are highlights of Terese's discussion.

a. AOM Updates

AOM is still dealing with the impacts of COVID with lost members and loss of meeting revenue, but the membership is becoming more globally diverse. The Academy has three main sources of revenue: meetings, membership, and publishing; the latter being the only stable source in the last 18 months. AOM anticipates an operating deficit for 2021; about 3,000 members were lost in 2020, though there is optimism for getting those members back in the year ahead. AOM was able to negotiate a favorable revision to cancellation fees for the annual meeting in Philadelphia, down to \$500K from \$2.1M.

- b. **OB Division.** There are currently 6,083 members in the Division (52% U.S.) with ~20% growth in student memberships and some growth in faculty, but decreases in professional members. Asia is leading the growth but Australia has dropped considerably. Alex Newman says it's budget cuts that are the root of membership declines.

c. Annual Meeting 2021

There have been 9,504 attendees to the 2021 virtual conference (similar to attendance in 2014), up from 7,222 in 2020 but down from just over 11,000 in 2019 (Boston). Fifty-five (55%) percent of attendees are from outside the U.S. The OB Division had 3,064 OB registrants - the most of any division - 40% of which were students.

d. Annual Meeting 2022

The [annual meeting in 2022](#) will be held in Seattle and will be a hybrid experience, maintaining some of the formats and flexibility we've enjoyed in the last two years.

e. AOM Strategic Priorities. Terese summarized six priorities for AOM:

- i. Raise and Reimagine Membership
- ii. Define and Strengthen the Value Proposition
- iii. Fuel Division Innovation and Support
- iv. Reinvent Meetings for Hybrid, IP, and Virtual
- v. Propel Technology for the 21st Century
- vi. Solidify Operational Sustainability

3. Committee updates re: Annual Meeting 2021

- a. **OBDC:** Oscar and Celia reported that the OBDC was well attended and the panel was engaging and informative.
- b. **JFW/Mid-Career:** Sharon and Payal noted that both consortia were successful, though for both, about ½ of those who registered for each session actually attended. This was the first year for the Mid-career consortia and well received.
- c. **Global Committee:** Alex noted good attendance at the sessions sponsored by the Global Committee but there continue to be issues with variations in time zones. We'll need to think about making adjustments in the future for hybrid/online sessions. The committee is considering a session on writing for non-native English speakers in December, prior to the submission deadline for the 2022 annual meeting.
- d. **Making Connections:** Beth noted very good attendance at PDWs.
- e. **Communications:** Michael provided examples of how well Division communications are received such as statistics on click rates on emails and followers on social media (Twitter). Michael and Wlad are prepared to launch an update to the Division's website including a comprehensive calendar of events that would be of interest to our members. Michael referred to the [Strategy Division's website](#) as an exemplar and one worth emulating. Michael and Wlad will need support from the committee and its members to generate content. Sigal suggested we designate a person that coordinates content. Daan noted that the EC could help generate content when sponsoring events and encourage each committee member to connect with Michael and Wlad. [Click here](#) to access Michael's presentation to the EC.
- f. **Treasurer:** Bret noted that the Division is in a favorable financial position at the moment. Expenses have been down in the last two years though membership revenue has remained solid. In 2019, the Division was spending more than it was taking in; a subcommittee of the EC made

recommendations to reduce expenses including our spend at the annual meeting. Though we are no longer in a deficit spending situation, Bret recommends that we revisit those cost cutting measures as we build a financial plan for the year ahead. He is supportive of one-time expenses that support the Division's strategic priorities, but hesitant to commit our Division to initiatives that carry a recurring expense.

4. **OB Division's Business**

Ron reintroduced three strategic pillars described in the [OB's Division's 5-year report to AOM in 2019](#): Rigor | Relationships | Relevance, and shared some of the suggestions made at that time. He encouraged the committee to consider initiatives in 2021-22 that enhance the value we provide to members. Ron also reminded the committee of the existing structure of Rep-at-Large assignments and the necessity to identify volunteers for essential activities for the annual meetings: Awards, PDWs, OBDC, and JFW/Mid-Career. [Click here](#) for Ron's slide deck. The Committee then discussed several potential initiatives for committee action in 2021-22.

5. **2021-22, Potential Topics for Committee Action**

a. **Rigor**

- i. Year-round Programming
- ii. Asset Repository on OBWeb
- iii. Creative, flexible programming at the Annual Meeting

b. **Relationships**

- i. Communications & Technology Plan
- ii. Micro-Communities
- iii. Inclusiveness; Election/Selection Reform; Award Categories

c. **Relevance**

- i. OB Division's 50th Birthday
- ii. Science + Practice (e.g., virtual PDW with Adam Grant on publishing with impact; how to publicize. Online PDWs to reach out to a broad audience).
- iii. Teaching Resources & Support
- iv. Spotlight Topics for 2021-22 | Social Class

In the weeks ahead, we will consider how to prioritize strategic initiatives, which provide opportunities to reach across Divisions, extend our volunteer network, and address needs, preferences, and concerns of our membership.

6. **2021-22 Meeting schedule**

- a. We will plan for an **on-site, in-person midyear meeting in Orlando, FL**. [Click on this link](#) to indicate availability for three potential weekends in November and December.
- b. Executive Committee check-ins. Ron will coordinate time zones and propose more regularly scheduled virtual meetings of EC.