

Report to the NJ section officers of the Board of Governors meeting at JMM 2015
Bonnie Gold, MAA-NJ governor attending and reporting

1. Probably the biggest item approved at the January 2015 Board of Governors meeting was a change in the Departmental Membership category. Once upon a time, with a departmental membership, the department received free (or maybe reduced rate) copies of all the MAA journals and five student memberships. Then, maybe 15 years, ago, they changed it so you had to pay for student memberships. As a result, many institutions started simply using the departmental memberships to get journals for their library at much below the library rate. This was NOT the purpose of departmental memberships. So the proposal, brought to the Board, and approved after much discussion, is the following

Features of the new Departmental Membership

- Departmental Membership includes an unlimited number of Student Memberships.
- The Departmental Membership includes one full MAA Membership.
- Instructors in the Department receive discounted WebWork hosting (initially \$200 /year rather than \$300).

Rate Structure for the Departmental Membership

Total student enrollment and PhD-granting status determines the institution's dues category	Non-PhD Granting Math Sciences Department Dues	PhD Granting Math Sciences Department Dues
Total Enrollment		
<7,000	\$500	\$750
7,000-19,999	\$700	\$1000
20,000+	\$900	\$1500

The main concerns were the increase from the current roughly \$340 to \$500 for small institutions (i.e., schools with under 1000 total enrollment) might be problematic; and that for large, and especially PhD granting institutions the cost was very high, even though they might well have a huge number of student members. On the other hand, from the MAA's perspective, the primary purpose of this is to get students to become MAA members, and hopefully many of them will then continue as members after they graduate.

2. Next, the budget for 2014 is expected to show a much greater deficit than originally budgeted: from \$295K to \$545K. Originally it was expected that we'd run a surplus in 2015; now it's predicted to still be a deficit, though smaller: \$98K. And Daniels (the MAA treasurer) is expecting, finally, a surplus in 2016, with a plan to use that surplus to build up the MAA's free reserves to 40% to 70% of operating budget within 10 years. That will insulate us from swings in the market, etc. Several reasons were given for the current enormous deficit: significantly fewer books were developed (and thus sold) in 2014 than usual, decreasing our income and that's expected to be up in 2015; membership continues to decline, though slowly; and integrating the AMC competitions into the main customer service operation and moving its headquarters from Nebraska (with Steve Dunbar heading it) to DC (with a new director, Mark Saul) has cost more than expected; and changes in publications expected to eventually bring in more money has cost more than expected. These last two should go away this year; hence the optimistic projection for

a small deficit in 2015. I was astonished to learn that, when the MAA sells books through Amazon, they skim off 45%, and Cambridge skims off 50% - no wonder it's tough to make money on MAA books!

3. The MAA Centennial and the Second Century Campaign

As everyone is presumably aware, this is the centennial year for the MAA. In addition to an extended MathFest (4 days rather than 3), including a joint meeting with the Canadian Society for the History and Philosophy of Mathematics and the British Society for the History of Mathematics, sections are strongly encouraged to have some commemoration of the centennial at their spring meetings. We need to discuss what we're going to do this spring (and send photos to Maia Henley in the national office). We're supposed to update our section history. Specific suggestions in addendum below.

Here is the link to the 13-minute celebratory MAA Centennial Video:

<https://vimeo.com/105722847>. The case-sensitive password is MAACentennial. This video will open the 2015 Centennial MAA MathFest meeting, but since not all members of your section will be able to make it, we would like you to show it once at your spring meeting, and then put it back in the vault (well, throw away the URL) until its big release at the Centennial MAA MathFest. Registration for MathFest will start a month earlier than usual, on March 1.

Francis Su, MAA President as of February 1, wrote in his report, "I encourage you to talk with your Sections about the 2nd Century Campaign. It doesn't have to be a sales pitch---just a gentle reminder about all the good things MAA values and supports, the uniqueness of our efforts to advance mathematical communication and community, and the value of membership." Giving to the Second Century Campaign will help the MAA move successfully into the future.

4. The new CUPM curriculum guide will be out this spring. Only the overview will be published: the rest will be on the web, at www.maa.org/cupm. There will be space for people to add (responsible) comments. But publishing it on the web will allow more frequent updating than once every 10 – 12 years.

5. A chunk of the afternoon was devoted to discussion of proposed restructuring of the Board of Governors, in three break-out groups: on strategic planning, on checks and balances, and on communication and representation.

6. There were a pile of minor items we approved: combining three different committees overseeing employee compensation into one Personnel Committee, changes in charges to several committees (Membership Committee, MAA/NCTM joint committee on mutual concerns, Committee on Technologies in Mathematics Education ; also, a membership change on Council on the Profession adding an at-large member for diversity) to bring their charges in line with what they're now doing

Specific suggestions from Deanna Haunsperger and Steven Kennedy for section activities:

Display historical documents from the founding of your own section, or historical documents from institutions in your section.

Serve birthday cake; provide your colleagues with party hats and noisemakers and send Maia Henley pictures.

Ask your section historian to present his/her findings.

Create a math Jeopardy game with a Centennial theme.

Design section t-shirts to wear at the Centennial MAA MathFest.

A Centennial Logo exists, and you can use it for a t-shirt, banner, or letterhead. Access it at the MAA's graphics library: <http://www.maa.org/maa-graphics-library>; keep in mind these guidelines:

Minimum logo size with and without tagline is 2.25 inches in width

Maintain an even amount of white space around the logo

It is incorrect to change the proportions or skew any element of the logo for any reason

The logo should only be used in its full color (PMS 286 & 158), PMS 286, black, or reversed out in white

Encourage your colleagues to take part in a contest which helps support the MAA by making contributions to the MAA's Second Century Fund (online at maa.org). The section with the largest percentage of members contributing and the section contributing the most overall will win bragging rights. Donate in the names of the founders of your section.

From Rick Gillman's report as chair of the Committee on Sections: it has been:

1. Working with staff (Sharon, Steve, and Julia) the Committee on Sections developed a set of dashboard indicators on section performance. These indicators, selected should provide the sections and the EC with useful information about the health of each section. The specific indicators are the net assets, annual expenses, non-student membership count, non-student attendance at the principal section meeting, and student attendance at that meeting. We hope to eventually produce a four or five year trend line for each indicator for each section. These indicators will be compiled each summer, reviewed by the COS in August and distributed to the sections and the Executive Committee in the fall.

2. To test the email support system, we asked each section to send a fall welcome email to its membership. The exercise went well, with the only delays being in cycles of communication with section secretaries. Only 9 of the emails were actually 'welcome' back messages, with the remainder being messages about the various fall section meetings.

3. In November, Julia and Steve ran a report of new members in each section since the previous November and distributed the data to the section leadership. The November pull for this report is intended to avoid the JMM workflow for the staff and to provide the section leadership with the information in time for it to be used in the spring meeting season.

4. At the section officer's meeting at Mathfest, I was asked to survey the sections about activities that they have planned for the Centennial year meetings. I did so, but received essentially zero responses. This is not a good sign; I was also asked to survey sections about using online registration and about 15 replied (with 10 using online registration.) Since then, I have heard somewhat more positive reports from various sources. At tomorrow's section officers meeting, the Ohio section will be sharing a brief report of its planned centennial activities in a final attempt to generate some activity across the sections.