

**American Numismatic Association**  
**Board of Governors Open Session Videoconference**  
**Tuesday, September 14, 2021 at 5:00pm MT**  
**(4:00pm PT • 6:00pm CT • 7:00pm ET)**

**Call to Order** – President Ralph Ross, PhD

**Roll Call** – Secretary Sandy Pearl

**1. Approval of Open Session Minutes** – President Ralph Ross

MOTION by \_\_\_\_\_, second by \_\_\_\_\_ to approve the minutes of the Board of Governors' Open Session Meetings at the Chicago World's Fair of Money on August 13 & 14, 2021.

**2. Treasurer's Report** – Treasurer Larry Baber

**3. Approval of 990** – Audit Committee Chair Governor Clifford Mishler, Treasurer Larry Baber & Chief Financial Officer Brent Howe

MOTION by \_\_\_\_\_, second by \_\_\_\_\_ to approve the 990 for fiscal year end (10-31-2020) prepared by McMillen & Company, PLLC.

**4. Continuing with Audit Firm for 2021 FYE** – Audit Committee Chair Governor Clifford Mishler, Treasurer Larry Baber & Chief Financial Officer Brent Howe

*Note: The Audit Committee unanimously agrees that the ANA engage the services of McMillen & Company for an additional year before conducting a new RFP for Auditor.*

MOTION by \_\_\_\_\_, second by \_\_\_\_\_ to engage McMillen & Company, PLLC for the 2021 Fiscal Year End audit.

**5. Executive Director Report** – Executive Director Kim Kiick

## 6. eLearning Proposals for Project Manager and LMS – Governor Rob Oberth

### A. Proposal for eLearning Project Manager

MOTION by \_\_\_\_\_, second by \_\_\_\_\_ to approve the Executive Director to seek out and hire a project manager for the ANA educational program, specifically the next phase of the highly successful eLearning program.

Pros:

- After a highly successful and engaging eLearning webinar program that was launched in 2020, the ANA is poised to further accelerate its position as the leading educational entity in numismatics.
- Potential to engage our members in a new and meaningful way.
- Potential to offer a new member benefit that could encourage membership growth.
- Potential to offer this program as a prerequisite to major entities for their interns and new hires to increase their knowledge of numismatics. This could lead to additional income for the ANA without having to take sponsorship money.
- The eLearning committee has identified a robust, comprehensive and intuitive LMS system that allows for almost unlimited possibilities. Furthermore, the cost is nominal. The proposed program is called Thinkific.
- Regarding the LMS program that the committee has chosen, we have full and energetic support from all parties who have seen it in action.

Cons: There will always be potential for any new programs that are launched, may not be as successful as we would hope. Notwithstanding, the ANA headquarters will require a staff member who is leading the charge in the online numismatic educational space.

#### Basic combined duties and responsibilities

SUMMARY: The eLearning Project Manager is responsible for the oversight and implementation of online educational programming for the ANA. Duties include administration of a learning management system (LMS) and Zoom Webinars. Duties also include maintaining and/or updating current online programs to ensure the

educational needs and direction of the Association are met. Additional duties include the administration, supervision and organization of all aspects of online education including recruitment of instructors and development of courses while working closely with the education, media, marketing and publications employee team members. This is a full-time, exempt position. Additional weekend and evening hours may be required.

#### Duties and Responsibilities:

- Research, development and implementation of numismatic online seminars/classes.
- Responsible for obtaining the instructors and class topics; training of instructors for online presentation; creates schedules and time lines for all online educational programming.
- Coordinate with publication and PR departments to ensure promotion of programs.
- Maintain master calendar and publishing schedules for online classes using BaseCamp.
- Prepare annual budget, maintain accurate and detailed financial records; control revenues and expenditures; and makes recommendations for future budget appropriations.
- Create, update and produce any collateral needed to conduct seminars (e.g., confirmation letters, invoices, schedules, handbooks, student packets, class handouts, release forms, etc.)
- Assist with identifying additional online program needs both physical and financial.
- Assist with creating a strategic plan for expansion of online education.

#### LMS duties include

Administers a learning management system (LMS) and Zoom Webinars. Collaborates with training and development professionals to deliver responsive programs and content to meet the needs of the organization. Performs regular administrative tasks including user support, troubleshooting, and system updates. Loads, configures, tests, and maintains learning content. Interfaces with the system vendor to resolve issues, enhance functionality, and deploy new features. Creates learning documentation, aids, and training materials for users. Creates and deploys reporting,

onboarding, and compliance surveys to track and measure participation in programs. May conduct system training sessions for end-users, instructors, and other administrators. Typically reports to a supervisor or manager.

## **B. Proposal for Learning Management System**

MOTION by \_\_\_\_\_, second by \_\_\_\_\_ to approve authorization to fund one full year subscription for an eLearning management system similar to Thinkific. The amount requested is \$12,000, or \$1000 monthly.

Pros:

- This subscription would initially include a technical concierge to help the current staff work through the initial phase of implementation.
- After the initial monthly investment and once the ANA no longer needs concierge service, the monthly subscription will drop drastically to \$399 per month.
- The concierge service is highly recommended, but The ANA staff may decide that the software is intuitive enough to cancel the additional cost of the concierge service.

Cons: None

## **7. Invitation to ANS Curators as Summer Seminar Instructors – Governors Charles Morgan and Shanna Schmidt**

Commentary: The ANS is a premier numismatic organization that shares the ANA's enthusiasm for numismatic education. Strengthening ties between the two organizations will be a great benefit for our members. It is our belief that ANS instructors would be able to provide engaging, high-quality courses on subject areas not already covered in our syllabus.

MOTION by Charles Morgan, second by Shanna Schmidt that the American Numismatic Association (ANA) extend to Gilles Bransbourg, Executive Director of the American Numismatic Society (ANS), an invitation for one or two curators, or instructors, of the ANS to travel to Colorado Springs and give a course at the 2022 ANA Summer Seminar and that the ANA pay for their transportation, hotel, and provide a stipend for food and beverage.

## **8. Naming the ANA College Scholarship – Governor Mike Ellis**

Reference: Naming Rights Motion via Telephone Vote, April 24, 2008

Motion by Governor Mishler, second by Governor Rochette, that naming rights of the Association's awards, physical spaces, events, or activities will be considered on a case by case basis and will require review and approval by the Board of Governors.

Vote: Passed – Unanimous

MOTION by Michael Ellis, second by \_\_\_\_\_ that the ANA's collegiate scholarship be named the American Numismatic Association Gerome Walton College Scholarship.

Pros: Without the Modern Woodmen grant procured by Mr. Walton, these scholarships would not be possible, at least to the extent that they are funded now and will be into the future. When presented to the Education Committee prior to the new board's installation, committee members voted unanimously to approve this proposal.

Cons: None

## **9. Life Membership Incentive for ANA Employees with 15 Years Longevity – Governor Mike Ellis**

MOTION by Michael Ellis, second by \_\_\_\_\_ to further incentivize tenured staff to continue at ANA Headquarters in Colorado Springs by awarding staff members with 15 years or more of service a Life Membership in the American Numismatic Association. This incentive is not to be grandfathered to retired employees.

Pros: This incentive could enhance and encourage numismatic learning by staff members as well as provide a reward for extended service to the Association. When presented to the Education Committee prior to the new board's installation, all but one of the committee members voted yes, while that one is in favor of Life Membership as an incentive being extended at 10 years rather than 15 years.

Cons: None.

## **10. Proposal to Change Name of eBay Store – Governor Charles Morgan**

MOTION by Charles Morgan, second by \_\_\_\_\_ that the American Numismatic Association change the name of the ANA's eBay store from "moneymuseum" to "american-numismatic-association", change the header from "Money Museum Deaccession Auction" to "American Numismatic Association," along with related graphics, which should utilize recognizable ANA logos. Also, that each object be shipped with information about the ANA and a membership signup form.

## **11. Proposed Bylaws Amendment – Governor Rob Oberth**

Reference: Bylaws Article IV: Elected Officials – Powers & Duties. Section 4: Board of Governors – Powers & Authority. (i) To approve, by majority vote, the appointment or removal of all committee chairs and members not otherwise provided for in the bylaws.

MOTION by \_\_\_\_\_, second by \_\_\_\_\_ to rescind ANA By-Laws Article 4, Section 4(i) and to grant full authority to The President OR The Board by majority vote, to have full discretion to appoint or remove committee chairs. Additionally, to grant full authority to The President OR The Board by majority vote to create or dissolve committees. Additionally, to grant authority to add or remove committee members so long as The President and the committee chair agree.

Pros:

- This motion will restore the Presidents free flow of ideas while simultaneously creating a fair checks and balance system for the committees.
- This motion will free up the board from having to know and vet each member of each committee.

Cons: There is potential for the President or the board to make a decision that is not in the best interest of the ANA, in which case, the President or the board can swiftly counteract the decision.

**12.Approval of Committee Personnel Change** – President Ralph Ross

MOTION by \_\_\_\_\_, second by \_\_\_\_\_ to add Tom Uram to the Development Committee.

**13.Next Board Meeting** – President Ralph Ross

The next Board of Governors meeting is scheduled for October 12, 2021 at 4:00pm MT  
[3:00pm PT / 5:00pm CT / 6:00pm ET]