Financial Statements
(With Supplementary Information)
and Independent Auditor's Report

September 30, 2015

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Independent Auditor's Report

Board of Directors American Association of Collegiate Registrars and Admissions Officers

Report on the Financial Statements

We have audited the accompanying financial statements of the American Association of Collegiate Registrars and Admissions Officers (the "Association"), which comprise the statement of financial position as of September 30, 2015, and the related statements of activities, and cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the American Association of Collegiate Registrars and Admissions Officers as of September 30, 2015, and the results of its change in net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Report on Supplementary Information

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The accompanying supplementary information on page 20 is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

Bethesda, Maryland DATE

Statement of Financial Position September 30, 2015

<u>Assets</u>

Cash and cash equivalents Investments Promises to give Accounts receivable Prepaid expenses and other assets Property and equipment, net	\$ 3,134,736 8,253,991 422,300 423,264 478,755 298,556
Total assets	\$ 13,011,602
<u>Liabilities and Net Assets</u>	
Liabilities Accounts payable Accrued expenses Deferred revenue Deferred rent	\$ 235,270 295,982 2,661,348 120,285
Total liabilities	3,312,885
Commitments and contingencies	-
Net assets Unrestricted Temporarily restricted	8,448,046 1,250,671
Total net assets	9,698,717
Total liabilities and net assets	\$ 13,011,602

Statement of Activities September 30, 2015

	Unrestricted	Temporarily restricted	
Support and revenue Service fees Membership fees Registrations Publication sales Exhibit fees Sponsorships Advertising Corporate dues Contributions Net assets released from restrictions	\$ 3,128,064 2,510,002 2,050,463 787,540 610,650 480,900 185,182 119,390 1,926 110,741	\$ - - - - - 1,272,974 (110,741)	\$ 3,128,064 2,510,002 2,050,463 787,540 610,650 480,900 185,182 119,390 1,274,900
Total support and revenue	9,984,858	1,162,233	11,147,091
Expenses Program services International education services Project, contracts and consulting Meetings and workshops Annual meeting Communications/government relations Membership services Publications Total program services	1,577,518 1,238,458 1,320,222 1,142,909 672,444 335,626 321,423 6,608,600	- - - - - - -	1,577,518 1,238,458 1,320,222 1,142,909 672,444 335,626 321,423 6,608,600
Supporting services General and administrative Governance	2,449,182 266,766		2,449,182 266,766
Total supporting services	2,715,948		2,715,948
Total expenses	9,324,548		9,324,548
Change in net assets from operations	660,310	1,162,233	1,822,543
Non-operating income (expense) Net investment income (loss)	(763,946)		(763,946)
Change in net assets	(103,636)	1,162,233	1,058,597
Net assets, beginning of the year	8,551,682	88,438	8,640,120
Net assets, end of year	\$ 8,448,046	\$ 1,250,671	\$ 9,698,717

Statement of Cash Flows Year Ended September 30, 2015

Cash flows from operating activities		
Change in net assets	\$	1,058,597
Adjustments to reconcile change in net assets to net		
cash provided by operating activities		
Realized loss on investments		100,227
Unrealized loss on investments		826,460
Depreciation and amortization		194,338
(Increase) decrease in assets		
Accounts receivable		(58,936)
Promises to give		(422,300)
Prepaid expenses and other assets		45,403
Increase (decrease) in liabilities		·
Accounts payable		126,086
Accrued expenses		(106,901)
Deferred revenue		13,865
Deferred rent		(30,618)
	•	
Net cash provided by operating activities		1,746,221
Cash flows from investing activities		
Proceeds from sales or maturities of investments		10,526,155
Purchases and transfers of investments		(10,984,337)
Purchases of property and equipment		(25,074)
Net cash used in investing activities		(483,256)
Net increase in cash and cash equivalents		1,262,965
*		
Cash and cash equivalents - beginning of year		1,871,771
	•	0.404.700
Cash and cash equivalents - end of year	\$	3,134,736

Notes to Financial Statements September 30, 2015

Note 1 - Organization

American Association of Collegiate Registrars and Admissions Officers (the "Association") was organized in 1999 as a nonprofit organization in the District of Columbia. The Association is a nonprofit, voluntary, professional association of more than 11,000 higher education admissions and registration professionals who represent more than 2,600 institutions and agencies in the United States and are in over 40 countries around the world. The mission of the Association is to serve and advance higher education by providing leadership in academic and enrollment services. The primary support for the Association is from membership fees, service fees, and registrations.

Note 2 - Summary of significant accounting policies Basis of accounting

The Association prepares its financial statements on the accrual basis of accounting. Revenue, other than contributions, is recognized when earned and expenses are recognized when the obligation is incurred.

Net assets

In accordance with the accounting guidance for the presentation of the financial statements of not-for-profit entities, information regarding the financial position and activities are required to be reported according to the following three classes of net assets:

<u>Unrestricted</u> - Include unrestricted revenue and contributions received without donor-imposed restrictions. These net assets are available for the operation of the Association and include both internally board designated and undesignated resources.

<u>Temporarily Restricted</u> - Include revenue and contributions subject to donor-imposed stipulations that will be met by the actions of the Association and/or the passage of time. When a restriction expires, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions. Contributions that support current operations that have not been collected, which have satisfied the time restriction for the operating period, are included in temporarily restricted net assets until received. Contributions that are restricted by the donor are reported as increases in unrestricted net assets if the restrictions expire in the fiscal year in which the contributions are recognized.

<u>Permanently Restricted</u> - Include net assets that are subject to donor-imposed stipulation that neither expire by passage of time nor can be fulfilled or otherwise removed by the Association's actions. Generally, the donors of these assets permit the Association to use the income and gains earned on related investments for operations or for specific purpose stipulated by the donors. The Association had no permanently restricted net assets at September 30, 2015.

Notes to Financial Statements September 30, 2015

Income taxes

The Association is exempt from the payment of income taxes under Section 501(c)(3) of the Internal Revenue Code and is classified as other than a private foundation within the meaning of Section 509(a)(2) of the Internal Revenue Code.

The Association believes that is has appropriate support for income tax positions taken. Therefore, management has not identified any uncertain income tax positions. Generally, income tax returns related to the current and three prior years remain open for examination by taxing authorities.

Use of estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from estimates.

Cash and cash equivalents

For financial statement purposes, the Association considers demand deposits and money market funds not held within the Association's investment portfolios to be cash and cash equivalents.

Investments

Investments in equity and debt securities with readily determinable fair values are measured at fair value in the statement of financial position. Investment income or loss (including realized and unrealized gains and losses on investments, interest and dividends) is included in the statement of activities as increases or decreases in net assets.

Fair value of financial instruments

The carrying amounts, including cash and cash equivalents, accounts receivable, accounts payable, and accrued liabilities approximate fair value because of the short maturity of these instruments. The fair value of investments is based upon quoted market prices, or, if unavailable, is determined by investment managers.

Impairment of long-lived assets

The Organization reviews its property and equipment for impairment whenever events or changes in circumstances indicate that the carrying value of an asset may not be recoverable. When recovery is reviewed, if the undiscounted cash flows estimated to be generated by the property and equipment are less than its carrying amount, management compares the carrying amount of the property and equipment to its fair value in order to determine whether an impairment loss has occurred. The amount of the impairment loss is equal to the excess of the asset's carrying value over its estimated fair value. No impairment loss has been recognized during the year ended September 30, 2015.

Notes to Financial Statements September 30, 2015

Advertising

Advertising costs are charged to operations when incurred. Advertising costs for the year ended September 30, 2015 are \$37,713.

Promises to give

Unconditional promises to give are recognized as revenue in the period the promises are received, and as assets, or decreases of liabilities or expenses depending on the form of the benefits received. Promises to give to be received in future periods are discounted to their net present value at the time the revenue is recorded. Conditional promises to give are recognized as revenue when the conditions on which they depend are substantially met. A conditional promise to give is considered unconditional if the possibility that the condition will not be met is remote.

Promises to give of \$422,300 at September 30, 2015 are unconditional, due within one year, and are considered fully collectable. Management periodically reviews promises to give for collectability based on management's experience with prior promises and its analysis of specific promises to give.

Accounts receivable

Accounts receivable consists primarily of amounts owed from customers for service fees relating to the Association's various programs. Accounts receivable are presented at the gross, or face, amount due to the Association. Management periodically reviews the status of all accounts receivable balances due for collectability. Each receivable balance is assessed based on management's knowledge of the customer, the Association's relationship with the customer, and the age of the receivable balance. As a result of these reviews, customer balances deemed to be uncollectible are written off. Management believes that the use of the direct write-off method approximates the results that would be presented if an allowance for bad debts had been recorded.

Prepaid expenses and other assets

Prepaid expenses and other assets include inventory, which consists of publications held for sale. Inventory is stated at the lower of cost or market, using the average cost method.

Contributions

Contributions are recorded as unrestricted or temporarily restricted support depending upon the existence and/or nature of any donor restrictions. Support that is restricted by the donor is reported as an increase in temporarily restricted net assets and then reclassified to unrestricted net assets when the restriction expires. Temporarily restricted support that expires in the same period is classified as unrestricted net assets.

Program services

<u>International education services</u>: The Association serves as a resource center for members and the public by answering questions related to education outside the United States.

Notes to Financial Statements September 30, 2015

<u>Project, contracts, and consulting</u>: The Association provides services to universities and colleges of all sizes across the United States, Canada, and a variety of other international locations in the specialized areas of strategic enrollment management, student services, staff development, technology optimization, and organization operations.

<u>Meetings and workshops</u>: The Association provides educational information for both members and the interested public and provides forums for discussion of issues.

<u>Annual meeting</u>: The Association provides a forum for members and other experts in admissions, registration, financial aid, institutional research and government regulations.

<u>Communications / government relations</u>: The Association provides members with updates on federal regulations and compliance issues, congressional and agency activity, and higher education coverage in national news.

<u>Membership services</u>: The Association's membership services activities include maintaining an accurate membership database so as to share directory information with members, providing customer service to members, retention of current members and recruitment of new members.

<u>Publications</u>: The Association offers a wide variety of publications that assist members with professional development.

Supporting services

<u>General and administrative</u>: The general and administrative function includes activities necessary for the administrative processes of the Association, including managing its operations and financial responsibilities.

<u>Governance</u>: The governance function includes activities relating to providing support for the Association's Board of Directors and related Committees thereof.

Functional allocation of expenses

The costs of providing various program and supporting services have been summarized on a functional basis in the statement of activities. Accordingly, certain costs have been allocated among the program and supporting services benefited based on the estimated level of effort.

Measure of operations

The Association does not include investment income in the unrestricted change in net assets from operations.

Concentrations

<u>Credit risk</u>: The Association maintains demand deposits with commercial banks and money market fund with financial institutions. At times, certain balances held within these accounts may not be fully guaranteed or insured by the U.S. Government. The uninsured portions of

Notes to Financial Statements September 30, 2015

cash and money market accounts are backed solely by the assets of the underlying institution. Therefore, the failure of an underlying institution could result in financial loss to the Association.

<u>Market risk</u>: The Association also invests funds in a professionally managed investment portfolio of fixed income and equity securities. Such investments are exposed to various risks, such as fluctuations in market value and credit risk. Thus, it is at least reasonably possible that changes in these risks could materially affect investment balances and the amounts reported in the financial statements.

Note 3 - Investments

In accordance with generally accepted accounting principles, the Association uses the following prioritized input levels to measure fair value of investments. The input levels used for valuing investments are not necessarily an indication of risk.

- Level 1 Observable inputs that reflect quoted prices for identical assets or liabilities in active markets, such as stock quotes.
- Level 2 Includes inputs other than Level 1 inputs that are directly or indirectly observable in the marketplace, such as yield curves or other market data.
- Level 3 Unobservable inputs which reflect the reporting entity's assessment of the assumptions that market participants would use in pricing the asset or liability including assumptions about risk, such as bid/ask spreads and liquidity discounts.

Investments classified within Level 1 include mutual funds, equity securities, and exchange traded funds.

Investments classified within Level 2 include fixed income securities which consist of U.S. government obligations and corporate bonds. Fixed income securities were valued by pricing vendors, which use a market approach and pricing spreads based on the credit risk of the issuer, maturity, current yield, and other terms and conditions of each security.

Management believes that investments at fair value have been reported using an estimated amount which is a reasonable approximation of their exit price.

Investments recorded at cost include cash and money market funds. Investments recorded at cost are not required to be classified as one of the levels prescribed by the fair value hierarchy.

Investments consisted of the following at September 30, 2015:

Notes to Financial Statements September 30, 2015

	 Total	Level 1 Level 2		Level 2	Level 3		
Investments, at fair value							
Fixed income securities	\$ 1,897,251	\$	-	\$	1,897,251	\$	-
Mutual funds - equities	722,963		722,963		-		-
Mutual funds - fixed income	622,341		622,341		-		-
Mutual funds - non-traditional	716,319		716,319		-		-
Equity securities	1,836,621		1,836,621		-		-
Exchange traded funds	835,412		835,412		-		-
Other	910		910		-		-
	\$ 6,631,816	\$	4,734,565	\$	1,897,251	\$	-
Investments, at cost Cash and money market fund	\$ 1,622,175 8,253,991						

Investments held for long-term purposes have been board-designated as described in Note 7 and such investments totaled \$6,170,812 at September 30, 2015.

Investment income consisted of the following for the year ended September 30, 2015:

Unrestricted	
Realized loss on investments	\$ (100,227)
Unrealized loss on investments	(826,460)
Interest and dividends	245,519
Investment management fees	 (82,778)
	\$ (763,946)

Note 4 - Retirement plans

Defined contribution: the Association maintains a defined contribution 403(b) retirement plan for all eligible employees. The plan requires annual employer contributions equal to 10% of participants' compensation up to the Social Security taxable wage base. Retirement plan expense totaled \$335,274 for the year ended September 30, 2015.

Tax deferred annuity plan: The Association also sponsors a tax deferred annuity plan under Section 403(b) of the Internal Revenue Code. The plan is an employee elective deferral retirement plan, which covers all eligible participants as stipulated by the plan document. The Association makes no contributions under this plan.

Notes to Financial Statements September 30, 2015

Note 5 - Property and equipment

Acquisitions of equipment and furniture greater than \$500 and acquisitions of software greater than \$1,000 are recorded at cost. Using the straight-line method, depreciation of property and equipment is recorded over the following estimated useful lives: equipment and software - 3 to 5 years; and furniture - 5 years. Amortization of leasehold improvements is calculated using the straight-line method over the lesser of the remaining term of the office lease or the estimated useful life of the improvements.

Property and equipment consisted of the following at September 30, 2015:

Equipment and software	\$ 1,300,258
Furniture	259,100
Leasehold improvements	573,775
Loss assumulated depreciation and	2,133,133
Less accumulated depreciation and	(4.004.577)
amortization	 (1,834,577)
	\$ 298,556

Note 6 - Deferred revenue

Revenue received in advance of the period in which it will be earned is reported as deferred revenue. Membership fees revenue is recognized in the applicable membership period. Registrations, exhibit fees, and sponsorships are recognized in the period in which the event occurs. Advertising revenue is recognized in the period in which the advertisement appears in a publication or online.

Deferred revenue consisted of the following at September 30, 2015:

Membership fees	\$	1,745,242
Registrations		423,497
Publication sales and service fees		205,220
Exhibit fees		187,475
Sponsorships and advertising		99,914
	_\$	2,661,348

Note 7 - Net assets

<u>Unrestricted</u>: Unrestricted net assets include those net assets whose use is not restricted by donors, even though their use may be limited in other respects, such as by board designation. Descriptions of the Associations board-designated net assets are as follows:

<u>Endowment</u>: The endowment category was established by the Board of Directors in order to generate a permanent, steady stream of investment income for the Association (see

Notes to Financial Statements September 30, 2015

Note 8). The Association transferred \$300,000 from other categories to the endowment during the year ended September 30, 2015. In accordance with the investment policy, the endowment must have a minimum balance of \$1,000,000.

<u>Infrastructure</u>: The infrastructure category was established for the purposes of supporting equipment and hardware upgrades, software acquisition and development, office repairs and improvement, or similar infrastructure costs that are unexpected, and therefore unbudgeted, or that the Board considers imprudent to fund from continuing operations. In accordance with the investment policy, the infrastructure category must have a minimum of \$100,000 and a maximum of \$1,000,000.

<u>Strategic Initiatives and Investments:</u> The strategic initiatives and investment strategy was established to provide means for the Association to develop new programs or replace outdated ones, and to expand the Association's interests and endeavors or to invest in new revenue producing opportunities. In accordance with the investment policy, this category must have a minimum of \$100,000 and a maximum of \$1,000,000.

<u>Conner Fund:</u> The Conner Scholarship Fund, named for John Douglas Conner, the first Executive Director of AACRAO who served from 1966 until his retirement in 1988, provides support for new and aspiring AACRAO professionals to facilitate travel to and participation in AACRAO meetings and conferences.

Notes to Financial Statements September 30, 2015

Unrestricted net assets consisted of the following funds at September 30, 2015:

Board-designated	
Endowment	\$ 6,170,812
Infrastructure	1,000,000
Strategic initiatives and investments	1,000,000
Conner fund	84,066
	8,254,878
Undesignated	193,168
	\$ 8,448,046

<u>Temporarily restricted</u>: Temporarily restricted net assets primarily consists of a donor restricted grant to develop model college/university transcripts. Net assets were released from restrictions by incurring expenses satisfying the donor's restricted purpose. Temporarily restricted net assets consisted of the following as of September 30, 2015:

Purpose restricted	September 30, 2014	Additions	Releases	September 30, 2015
Model transcripts Conner fund	\$ - 88,438	\$ 1,272,974 	\$ (22,303) (88,438)	\$ 1,250,671 -
Total	\$ 88,438	\$ 1,272,974	\$ (110,741)	\$ 1,250,671

Notes to Financial Statements September 30, 2015

Note 8 - Endowment

As required by generally accepted accounting principles, net assets associated with endowment funds are classified and reported based on the existence or absence of donor-imposed restrictions. The Association has a board-designated endowment fund which is classified entirely within unrestricted net assets. Furthermore, the Association has no traditional donor-restricted endowment funds.

Interpretation of relevant law

The Association's Board of Directors has interpreted the *Uniform Prudent Management of Institutional Funds Act of 2007 (UPMIFA)*, enacted by the District of Columbia, as requiring the preservation of the real (inflation-adjusted) purchasing power of the donor restricted endowment funds absent donor stipulations to the contrary. As a result of its interpretation, the Association classifies its board-designated endowment within unrestricted assets.

Return objectives and risk parameters

The Association has adopted investment and spending policies for endowment assets that attempt to provide a steady stream of income to the Association while preserving and maintaining the purchasing power of the endowment assets over time. Under the investment policy, as approved by the Board of Directors, the endowment assets are invested in a diverse portfolio so as to minimize risk and maximize growth.

Strategies employed for achieving objectives

To satisfy its long-term rate-of-return objectives, the Association relies on a total return strategy in which investment returns are achieved through both capital appreciation (realized and unrealized) and current yield (interest and dividends). The Association targets a diversified asset allocation of equity, fixed income, and other securities to achieve its long-term objectives.

Spending policy and how the investment objectives relate to spending policy

Distributions from the endowment will not begin until the endowment fund reaches \$10,000,000. Once this level is reached, the Association's spending policy calls for annual appropriations of less than or equal to 5% of the endowment fund's average fair market value for the preceding 12 quarters. As a result, the endowment will be permitted to grow through investment earnings and additional transfers until it is able to generate a permanent, steady stream of investment income for the Association.

Notes to Financial Statements September 30, 2015

Endowment balances and changes in endowment fund consisted of the following as of and for the year ended September 30, 2015:

Endowment, beginning of year	\$	6,634,758
Investment return		
Net gain on investments		(926,687)
Interest and dividends		245,519
Investment management fees		(82,778)
		5,870,812
Transfers		300,000
Endowment, end of year	\$	6,170,812
	,	

Note 9 - Commitments and contingencies

Office lease: The Association has an operating lease for office space, which expires June 30, 2018. The lease does not require a security deposit but it does require that the Association maintain its membership status with the American Council on Education, the landlord. The lease also contains an escalation clause that adjusts the annual base rentals until year eight of the lease term. For years eight, nine, and ten of the lease term, the base rentals remain constant without escalation. Generally accepted accounting principles require that the scheduled rent increases resulting from the escalation of base rentals be recorded as a liability and amortized ratably over the life of that lease. Therefore, the Association has recorded a deferred rent liability in the accompanying statement of financial position which is being amortized on a basis to achieve straight-line expense over the life of the lease.

Rent expense, including pass through costs such as real estate taxes and operating expenses, totaled \$304,300 for the year ended September 30, 2015.

Future minimum cash basis lease payments are as follows:

September 30, 201 201	7	332,424 332,424
201 Tota		249,318 914,166

<u>Hotel contracts</u>: The Association has contracts with various hotels for future conferences and meetings. In the event that the Association cancels an event, it could be liable for liquidated damages incurred by the hotels in accordance with the terms of the agreements.

Notes to Financial Statements September 30, 2015

<u>Employment agreements</u>: The Association has an employment agreement with a key employee. Under the terms of the agreement, should the Association terminate the employee without cause, it would be obligated to pay severance, the terms of which are stipulated in the employment agreement.

Note 10 - Subsequent events

Events that occur after the date of the statement of financial position but before the financial statements were available to be issued must be evaluated for recognition or disclosure. The effects of subsequent events that provide evidence about conditions that existed at the statement of financial position date are recognized in the accompanying financial statements. Subsequent events which provide evidence about conditions that existed after the statement of financial position date require disclosure in the accompanying notes. Management evaluated the activity of the Association through {Date} and concluded that no subsequent events have occurred that would require recognition in the financial statements or disclosure in the notes to the financial statements.

