Board of Directors Meeting #2

April 17, 1998

Board Participants:
Paul Anderson, Fred Fresh, Diana Guerrero, Bill Haid, Johnny Johnson, Louise Lonabocker, Valerie Mead, Gene Schuster, Heather Smith

Guests:
Roger Swanson and Henny Wakefield

President's Introduction (presented by Paul ANDERSON)

Goals

- Ensure $350,000 Reserve by end of FY99
- Enhance inter-board member relations through encouragement and support of networking opportunities

Charlotte '99 Planning July 1998 Meeting Schedule

The preliminary July 1998 Annual Meeting Planning schedule will be as follows:

Program Committee: Thursday afternoon/Friday/Saturday morning.

Program Committee and Board: Saturday morning with joint working lunch.

Vice Presidents will work with Program Representatives Saturday 9-noon.

Board Meeting: Late Saturday afternoon through Monday noon.

Consultant Proposal

> ***Moved/Seconded/Passed*****: To accept Renee Joseph's proposal for consulting services until replacement can be hired; Sjogren will negotiate arrangement and fees, effective immediately**. [Haid/Johnson. 9/0/0]

Charlotte '99 Annual Meeting (presented by Bill HAID)

1. **Program Proposals and Selection**:

- Proposals submitted include: 239 for Sessions, one for Call-for-Papers, 13 for Workshops, 13 for Roundtable Discussion Groups
- Selection will take place for 160 + time slots, with an additional 20 vacant slots allotted for vendor/hot sessions, etc.

1. **FERPA Workshop May Be Hosted by Le Roy Rooker**: LeRoy Rooker will host FERPA for high school counselors and post-conference workshop

2. **1998 Conner Award Recipients**: Recipients will present at the conference.

3. **Program Planning Schedule**:

- June-July: Program Proposal selection
- July: Confirmation letters disbursed to selected participants

1. **Theme of Conference**: Charlotte is in support of the theme of the conference "The New Century Beckons."
2. **Technology Center**: Time sensitive issues to be resolved: a) e-mail access to sessions, b) designate areas/time for Program information to be entered, c) that each Group Vice President and Chair be allocated PC's in Technology Center

Chicago Annual Meeting Evaluations Disbursed to Board Members for Development and Review (disbursed by Bill HAID)

The Evaluations were disbursed to the Board for development and review.

Program Contracts

1. **SEM VIII Contract with Swanson as Consultant: *Moved/Seconded/Passed*: To authorize Sjogren to negotiate contract with Swanson for SEM VIII, not to exceed $6,000, with registration fee to reflect contracted fee. Contract to be viewed as standard consulting contract with particulars added.** [Schuster/Fresh. 9/0/0]
2. **Annual Meeting Program Planning Manual: Contract with Swanson**. ***Moved/Seconded/Passed*: To authorize Sjogren to contract with Swanson to develop a manual for the planning and implementation of the Annual Meeting Program, including the assignment of responsibilities to staff and board members and the manner in which activities should be carried out.** Swanson proposed consultant services at 46 hours/month. The Program Committee Chair may coordinate as needed. Haid and Sjogren will follow up on proposal and activity with Swanson [Fresh/Smith.7/0/2(Haid and Schuster)]
   Background: This proposal was recommended to address concerns that committees are notified in a timely manner of program and scheduling changes, and that the pocket program would provide accurate information.

The Standards Council (SC) Representatives

1. **Guests**: Guests who joined the meeting for the duration of this discussion included Betsy Bainbridge, David Stones, Wally Reeves.
2. **Introduction by Betsy Bainbridge and Memorandum of Understanding**: Bainbridge presented the SC Memorandum of Understanding (MOU). She briefly

explained AACRAO's role as the Standards Council Secretariat, and expressed her gratitude on behalf of the SC to the AACRAO Board, individual Board members, and staff members for their support and vision.

3. **Background: Relationship of SC and SPEEDE:** SC evolved from SPEEDE activities to include all data exchanges within higher education. The SC is in the 7th month of a formative 9-month period, and has succeeded in identifying standards, receiving ongoing support for existing transition sets, marketing the Council and developing products (including 2 implementation guides).

4. **Activities and Goals:**

    - Reporting aspects of the Taxpayer Relief Act
    - Project EASI (Steering committee)
    - TOEFL Technology Task Force (test score delivery via a single EDI standard)
    - Setting standards for electronic delivery
    - To be membership-driven in FY99
    - To maintain standards in usable form
    - Continue to be responsible for support of

1. **AACRAO Contract with SC**: AACRAO needs to re-negotiate contract with SC in June 1998; AACRAO must provide more dependable support to SC in the future. The contract will be re-negotiated annually.

2. **SC/AACRAO MOU**: Becraft and Bainbridge proposed in November 1997 that AACRAO receive 15% of revenue in first year to recover expenses. The relationship was formalized further in January 1998; SC consultation with an attorney resulted in a financial liability clause within the MOU that was sent to Fresh and Anderson for review. The meeting participants determined that Paul Anderson and AACRAO Interim Executive Director Sjogren would handle contractual stipulations and concerns of SC. ***Moved/Seconded/Passed*:** **That the Standards Council Memorandum of Understanding be accepted in concept and that its specific terms be negotiated by the President and Interim Executive Director.** [Johnson/Lonabocker. 9/0/0]

3. **EDI Conference Budget**: Stones pointed out that the SC/SPEEDE expenses listed on budget should be listed as SC expenses only.

    - The SPEEDE Committee requested $14,400 to cover membership in X12 and participation by AACRAO in X12 processes (travel and expenses). The SPEEDE committee was pleased to get $7,000 approved (includes $1,000 seed money for EDI). Background: The EDI workshop dates back to 1990. After first 4 years, the workshop responsibilities of registration, marketing and contracting with vendors were adopted by the National Office.
    - SPEEDE committee desires to use the MOSIS model for the next EDI Conference; the work will be done by the committee and the profit sent to AACRAO for use by the SPEEDE Committee; this would be a minimum-

risk venture for AACRAO.

1. **Robert Doolos to Host EDI Workshop**: Robert Doolos has agreed to host the workshop, 10/26-28/98, at minimum expense.

2. **EDI Conference Hotel Contract**: Stones reviewed the budget and found the proposed contract from the hotel to be reasonable; 70 people minimum are needed at conference to cover room costs; total cost would be $4500, and since SPEEDE committee itself represents a large proportion of the room nights, the EDI Conference represents minimal risk for a loss. Conferon must review the Radisson Hotel contract, as MOSIS had done several years ago. Marketing, registration, etc. will be done by the LAC, and it was proposed that AACRAO sign the contract with the hotel. The LAC will provide clerical and accounting services in this arrangement.

3. **EDI Conference Fee**: Last year's conference fee was $295. A reduction in the projected 1998 fee reflects fewer meals.

4. **SupplyTech and PeopleSoft to Exhibit at EDI Conference**: SupplyTech and PeopleSoft have committed to exhibit at the Conference.

5. **Conference Contract with Robert Doolos**: A question was raised as to whether Conferon should be involved in certain activities on AACRAO's behalf. It was agreed that if Doolos signs the contract on behalf of AACRAO, Conferon, the Board's legal representative, will review the contract. The Board seeks clarification as to whether registration activities can be assumed by any agency other than the National Office. ***Moved/Seconded/Passed:*** **That the EDI Conference will be held in October 1998 in Baton Rouge, with all elements (registration, marketing, etc.) under the direction of Robert Doolos, subject to review by Conferon and the Executive Director, and that the Board be updated on its status regularly.** [Fresh/Johnson. 8/0/1(Schuster)].

6. **AACRAO SPEEDE Committee Assignments**: Responsibility of committee assignments falls to the committee during the interim period (until AACRAO's Executive Director is appointed.) The SPEEDE Committee expressed concerned about this issue because it is an important transition period for SPEEDE and SC.

7. **SPEEDE Meeting Budgets**: The SPEEDE committee requested that it be provided its allocation for a 5/15/98 SC meeting and a June X12 meeting. Anderson will provide approval and notify the committee.

8. **SNAP**: Jerry Bracken, SPEEDE Chair. The Statistical Networking Application Project (SNAP) group is meeting twice in DC. The Policy Review Board of SNAP is built into the contract. AACRAO may be able to use SPEEDE representation.

AACRAO Website Update (provided by Louise LONABOCKER)

1. **Advisory Group Recommendations**: Paul Dempsey convened an advisory group to review AACRAO's site, and the group provides the following recommendations:

- The technical infrastructure must be evaluated to determine if the databases can be moved or shared. Dave Stones suggests contacting Bill Ruiz: U of Md., on Database/platform recommendations.
- Request must be made of Renee Joseph, consultant, to complete documentation.
- Schuster and Bracken to identify needs, and offer additional recommendations when both are in Washington, DC.

2. **Advisory Group Interim Suggestions:**

- Promote off-site loading of website material with the assistance of member volunteers
- Utilize Scott Dittman as a resource of Good Practices on Web
- Member contacts were named: Paul Dempsey, Janet Bustkist, Bob Askins, Wally Reeves, Scott Dittman

Break: 11 - 11:15 a.m.

Vice President for Enrollment Management, Admissions and Financial Aid Update

(provided by Diana GUERRERO)

1. **Committee Focus Group**: Diana will send the Committee Focus Group report via e-mail.
2. **Diversity Proposal**: Brenda Ashford's proposal on diversity calls for identification of 4-5 technical experts; Ashford will identify the costs.
3. **Inter-Association Representatives**: Guerrero has a potential Inter-Association representative for NASFAA, and Betsy Riggins is a possible representative for NACAC.
4. **Committee Member Activity**: Some committees are still below full membership. Committee chairs have attempted to contact the "no shows" at Chicago Annual Meeting with mixed success. Vice Presidents will take responsibility for staffing and notifying committees; a model letter will be developed and sent to VP's with prospects and the VP's will notify committees/chairs. For remainder of FY98, VP's will appoint or replace members.

Vice President for Registration and Records Management Update

(provided by Valerie MEAD)

Goals and Activities:

- Fulfill role as communicator with membership
- Inform Chairs of developments as needed
- Encourage Chairs to share information with colleagues
- Solicit concerns and ideas of chairs/members to respond to/help implement recommendations for TF 2000.

Vice President for Regional Associations and Institutional Issues Update

(provided by Louise LONABOCKER)

1. **State/regional support**:

- MSACROA returned $500 award
- Carolinas will be putting their award toward a scholarship fund

2. 2. **Current Activities**:

- Ensuring continuance of Board travel to state/regional meetings; some states/regionals may underwrite costs (such as Upper-Midwest, MSACROA & New Mexico).
- Continuing efforts to build relationships with state/regional associations.
- Engaging state/regionals in TF 2000 report by seeking their input and generating questions to address, discussing options, identifying best practices, etc.
- Coordinating meetings to take place in conjunction with state/regional meetings where the Board members can share resources to identify potential presenters to ensure high quality future workshops.
- Paul Taylor was approached about a more formal partnership with SACRAO regarding the MOSIS conference.
- The Board should carefully track state/regional travel expenses in order to demonstrate cost-effective planning.
- Canada and Indonesia have expressed concern about the dues increase because of their economic situations. A suggestion under consideration was that only one person be designated a contact member, and the price be adjusted accordingly.
- An issue was raised regarding how to handle an institution that wants fewer than required memberships (according to size). These items are to be referred to the Membership Committee, as the Committee handles new member issues.

3. **New Mexico ACRAO a State Association**: New Mexico is interested in joining AACRAO and is willing to cover Haid's travel expenses to attend the meeting. ***Moved/Seconded/Passed*****: That New Mexico ACRAO be accepted as a state association.** [Lonabocker/Haid. 9/0/0]

4. **State/Regional Assignments**: State/Regional assignments will be disbursed by Lonabocker at the end of May.

Vice President for International Education Update

(provided by Johnny JOHNSON)

1. **Group II Committee Restructuring**: Restructuring the committees within Group II is being discussed since there is overlap.
2. **CIPRIS Project for INS Foreign Student ID & Reporting Pilot Project:** Implementation of the project is anticipated to begin in 2000.

3. **International TF 2000 Recommendations**: International recommendations are mentioned throughout the TF 2000 report; thus, international activities are integrated with all AACRAO activities.
4. **Johnson Serves as IAC Representative**: Johnson served as IAC representative to 3 groups of the USIA: the NLC (which was jointly funded by IIE in conjunction with an Open Doors Advisory Committee meeting) and EAIE (which he attended in conjunction with another trip funded by his institution). Budget allocations for EAIE representation, which requires overseas travel, should be reconsidered when finances are on more solid ground.

Vice President for Professional Development, Research and Publications Update

(provided by Heather SMITH)

1. **TF 2000 Recommendations**: Smith volunteered to compile recommendations of the members and chairs. After July, Smith wants to be able to report to membership on the status of activities regarding recommendations. She will use a timeline of 3-5 years for implementation and will investigate the possibility of integrating the designs of TF recommendations with the Strategic Plan.
2. **Publications Advisory Board**: PAB has concerns regarding its organizational structure, roles and responsibilities. PAB has volunteered to fund its own Fall '98 meeting.
3. **Scholarship Committee:** The chair has set 10 scholarships as the goal for Charlotte.
4. **Awards Committee**: Recommends a presentation called the "Best of '98 Sessions" in Charlotte.
5. **Group and Strategic Development**: Smith will explore the continuation of existing programs with Martha Beede, IBM. Swanson volunteered to follow up as well. Smith and Anderson will maintain contact and determine the feasibility of strategic planning activity.

Secretary-Treasurer Update (provided by R. Eugene SCHUSTER)

1. **Conference Call Costs**: Schuster is investigating low-cost conference call service for committee meetings, and has contacted VoiceFX regarding lower rates for this service.
2. **Bracken and Schuster to Assess National Office Operations**: Jerry Bracken and Schuster plan to visit the National Office at the end of April to assess the background and capabilities of the financial and accounting system, as well as to evaluate the software, indirect costs, tools on LAN, and website maintenance, etc. *Goal*: To assess the financial situation, primarily so that the financial reports will be generated in an accurate and timely manner, and determine an approximate length of time that the services of a financial consultant will be required to resolve these issues. The report of this visit will be provided the Board as soon as possible.
3. **Revision of Budget Document**: Schuster will revise the budget document disbursed at the Business Meeting and will forward this to the Board. A new budget will be included in the April/May/June *Data Dispenser*, along with an announcement to members about a dues increase and invoicing. A notice will also be included regarding corporate matching donations with a direct membership appeal for contributions.

Interim Executive Director Update (provided by Paul ANDERSON)

1. **Search for an Interim and permanent Executive Director**:

- M/S: To start the search for a permanent Executive Director. [Schuster/Guerrero.] Motion withdrawn and discussion continued as below.
- Fresh pointed out that a budget must be established before a national search can be initiated.
- The Greater Washington Society of Association Executives (GWSAE) will provide at least 6 candidates.
- The job announcement is posted on American Society of Association Executives (ASAE) Web site.
- Fresh/Haid suggested that it would be ideal if a selection was made by 5/20/98. It was agreed that the committee would search for an Interim E.D. immediately, and initiate the search for a permanent E.D. in July.

1. **Sjogren Service as Interim Executive Director**: Sjogren would prefer assignment as Interim E.D. to end in June. The Board discussed terms for Sjogren's employment. ***Moved/Seconded/Passed:*** **That Anderson be authorized to establish a contractual agreement and MOU with Cliff Sjogren to serve as Interim Executive Director.** [Fresh/Smith. 8/0/0]

Note: Valerie Mead departed the meeting at this time.

Center for Policy in Higher Education Proposal (provided by Cliff SJOGREN)

There are no current developments. Sjogren will contact Bakst, President of CPHE (?) to continue the discussion of the proposal.

AACRAO Staff Bonuses

Moved/Seconded/Passed: **To award bonuses to staff for hard work and persistence through the**

Chicago Annual Meeting and through the end of fiscal year, with specific

amounts to be determined by the Executive Director. [Haid/Johnson. 7/0/0

(Mead & Guerrero absent)]

Capital Fundraising

Moved/Seconded/Passed: **To authorize executive director to set up separate fundraising account**. [Fresh/Schuster. 6/0/0 (Guerrero, Haid, Mead absent)]

Membership Committee

Mission: To screen criteria for membership categories and define different types of membership. Weese is responsible for clarifying the specific charge of each committee to its members, and for identifying committee's concerns and problems.

Annual Meeting Evaluation

1. **Anita Ziaeren-Amptman, Chair of Evaluation Committee**: Anita Ziaeren-Amptman did an excellent job as chair of Evaluation Committee; CACRAO and NCS pitched-in and worked with the group.
2. **Foreign Dues**: Foreign dues will be addressed in July by Anderson and Schuster.

1. **Membership Campaign**: Smith raised a question: Can AACRAO identify non-member institutions to target in a membership campaign?
2. **Monthly Board Meetings by Conference Call:** Schuster proposed that, as a consistent practice, a monthly Board conference call will take place during the late afternoon hours on designated days. Anderson responded that he would consider this suggestion.
   Meeting adjourned 1 PM.