Meeting 2, April 20, 2005

April 20, 2005
via Conference Call

Board Members in Attendance: Joe Roof, Luz Barreras, Jerry Bracken, Dan Garcia, Betty Huff, Angé Peterson, Wanda Simpson, Eric Staab, Paul Wiley

Board Members not in Attendance: Tom Bilger

Staff Members in Attendance: Janie Barnett, Natalia Jimenez, Paula McArdle, Jerry Sullivan

1. **Call to order/Adoption of agenda**
   President Roof called the meeting to order at 3:00 P.M. EDT.

   The agenda was reviewed and adopted.
2. **Board Meeting Calendar for 2005-06**
   The Board calendar was discussed and amended. It will be corrected and re-sent.

   MOTION
   Peterson moved that the calendar be approved as amended**. ADOPTED (9/0)**
3. **Monthly Finance Report**
   Wiley is waiting for March financial statements in order to make his report.
4. **Executive Director's Report**
   Sullivan reported that he has made progress on our investment plan. His plan was to pass out a copy of the Whistle Blower Policy in New York, but as he did not hear back he is not sure he did. Sullivan will send it out electronically prior to the July meeting. He suggested that Board Members read the policy in light of their own office environment, and look for possible negative implications.

   Sullivan is actively pursuing the development of an Integrated Marketing Plan. Much of the plan is aimed at changing the way the staff works together on marketing. It will be a behavioral change. Sullivan and the staff are nearly done organizing an 18-month marketing calendar, which initially is a calendar that describes inputs. As we gain some experience we will attempt to develop it in terms of measurable outcomes. There are a series of staff meetings planned to build an understanding of the concepts involved. At the December meeting, he will work with the Vice Presidents to bring them into both the plan and the calendar.

   Sullivan will do a survey of Association staff benefits of comparable associations. He will make a report in July and a recommendation for change if appropriate

   In reference to an inquiry at the New York City Board Meeting, Sullivan explained that the inventory increase reported on the Financial Update was due to increased inventory of newly developed publications. An onsite inspection was done and Sullivan assured the Board that the publications in storage are actively selling.

   Sullivan informed the Board that he discussed plans for the Technology conference and brainstormed plenary speakers with Barnett and Jeff von Munkwitz-Smith via conference call.

Sullivan reported that our local association attorney has advised us that laws controlling non-profit corporations in the District of Columbia do not call for open meetings. However, he supported President Roof's initative to open our meetings to the membership.

Sullivan and Barnett reported that they have looked at eight different properties as potential office locations. Two different agents are being used. Property leasing costs were $33 - $38 dollars per square foot, compared to the $26 per square foot that we currently pay at One Dupont Circle. He said that none of the properties looked at were as good a value as the current deal at One Dupont Circle. Another possibility is to buy a floor or to buy an entire building and sublet space. And a third option is to enter a partnership with one or more associations and buy a larger building. Sullivan and Barnett will be reviewing additional properties.

5. **Board Committee Reports**

Huff reported that the Association Issues Committee will draw up a synopsis of a recent conference call with Roof. She plans to schedule committee meetings on various Wednesdays at 3:00 P.M.

Staab reported that the Professional Issues Committee had no report.

6. **Old Business**

Staab presented the term rotation schedule for Vice-Presidents and their Program Committee representatives. The goal is to make terms overlap with program committee veterans for one year. Simpson observed that several rotations are different term lengths. Roof asked that the terms be re-worked and reported at the next Board meeting.

Huff contacted every member who volunteered to join a committee at the Annual Meeting. Board members reported that they had already received several notifications by email.

7. **New Business**

Technology Committee

Bracken reported on plans for committee structure in his area. Sullivan suggested that the Technology Conference Committee should develop a broader view in order to build a larger audience. Bracken will bring forward a technology committee plan.

Inter-Association Representative to PESC

Bracken called for feedback on the PESC appointment. Roof advised that we should put out a call for participation for Inter-Association Representative to PESC. Barnett will post it in the next Friday email blast.

High School Day at 2006 Annual Meeting-Simpson

Simpson researched and found that the last push for a High School Day was at the Washington, D.C. Annual Meeting in 2003. At that time, the registration fee was $65. Simpson is researching the methodology for recruitment for a future High School Day. In Seattle there was an SAT/Admissions process session which generated a good response. Broad, general sessions would be a wise choice. She hoped to get a sponsor for the luncheon.

In terms of scheduling, Simpson mentioned that the San Diego conference is the week following the High School Spring Break and questioned whether this will be a deterrent to attendance. Roof raised a concern that NACAC will feel as though we are nudging in on their High School Fair, which coincides with the San Diego Annual Meeting in April 2006. Sullivan questioned whether high school admission counselor territory was in our strategic plan and believes that nationally we do not have much penetration in high school admissions.

Huff suggested to Simpson that we focus on an area in which NACAC is not already involved. She suggested that instead of admissions, she look into Latino concerns. Roof charged that we work the High School Day into our next BOD Strategic Plan.

8. **Time Reserved for Officer Informational Updates**

Wiley reported that he will mail an article, “Should Non-Profits Seek Profit?” He also reported that the Dues Task Force has its first survey ready and will present the survey to the Board for comments. Expect the survey via email and return comments to him.

Simpson asked Barnett to look into the member/non-member fee for the Admissions Institute.

Staab questioned the lack of International sessions at SEM. Peterson suggested that two sessions may be plenty because SEM sessions are usually general and include international enrollment. Barnett suggested that Staab submit proposals for sessions on International enrollment topics.

Roof mentioned that the next conference call will be June 15 th. He reminded the Officers that their reports are due to the AACRAO office by June 24 th.

MOTION

Huff moved that the Board of Directors meeting be adjourned. **ADOPTED(9/0)**