Board of Directors Meeting #2

April 25, 1997

A meeting of the Board of Directors (BOD) of the American Association of Collegiate Registrars and Admissions Officers (AACRAO) was held Friday, April 25, 1997 in Salon G of the Marriott Hotel in Salt Lake City, Utah. President Fred Fresh called the BOD meeting to order at 8:22 a.m., Rocky Mountain Time (RMT).

Board of Directors members present included:
Fred Fresh, President
Kathy Plante, Past-President
Paul Anderson, President Elect
Diana Guerrero, Vice President, Group I
Enrollment Management, Admissions and Financial Aid
Johnny Johnson, Vice President, Group II
Faith Weese, Vice President, Group III
Heather Smith, Vice President, Group IV
Professional Development, Research and Publications
Louise Lonabocker, Vice President, Group V
Regional Associations and Institutional Issues
Melanie Moore Bell, Secretary/Treasurer

AACRAO National Office Staff present included:
Wayne Becraft, Executive Director
Roger Swanson, Associate Executive Director
Cecilia Balazs, Assistant Executive Director, Finance and Administration
Henny Wakefield, Assistant Executive Director

1997 Annual meeting Program Review
(Strategic Plan A.I.d)
Agenda Item #27

There was some expression of disappointment with the number of canceled sessions. The Hopwood-Bakke plenary session's first speaker was not a good speaker; He did know the subject area but his voice was not very forceful. The second speaker had asked for an overhead and it was not there so this made his presentation difficult. The session was billed as Hopwood versus Bakke but the presentation was all on Bakke. Evaluation committee had a good run and were right on top of all the sessions; they had some volunteer help. Becraft observed that we had some loose ends we had to work on; some sessions were canceled and the presenters were not notified, etc. Some Thursday sessions had low attendance. President Fresh said one particular session had about 60 people but there was no presenter; it had been canceled. Johnson offered that the attendee roster-locator service is wanted so that attendees will be able to find other people with hotel locations. He also asked about the fax machine and copier in Technology Center. Swanson reported that these are very expensive. Anderson asked Becraft about working out a deal with the business center for a better price for AACRAO. It was difficult to follow the program. It may need a stronger, more obvious break in days and sessions. President Fresh observed that some found the official program hard to read with screening under the text of the program. Guerrero suggested that we might reverse the programs and send out a smaller one in December and a more complete one later. Anderson offered that the Program Committee is talking about that there are so many changes after December even on the intent of the sessions and he suggests to have a program again in April; take out the pocket program since few people place it in their pocket. There is a cost factor. Johnson suggested you would save on postage. Members need to have the full program early to decide whether or not to attend the meeting. Names of presenters need to be in the first one that goes out. President Fresh suggested to add program updates into the Show Program. Swanson expressed concern about eliminating the pocket program since people are use to them. He suggested a combination of pocket program, show program and final program. Becraft said that there have been lot of request to use the preliminary program to get their funding to get to the Annual Meeting. Swanson wants to explore with the program committee about putting up a draft on the Web after the July meeting. Johnson commented on canceled sessions and reported that 10 percent of respondents complained about this. Who makes the cancellation of program decision? Swanson said that it comes from chairs or program committee. Wakefield identified that one session had been posted, then the room posted as changed, then at the other room, a cancellation notice appeared. Swanson reported that a lot of stuff did not get resolved when presenters notified him that a session was canceled. Wakefield asked where did cancellations fall through the cracks Plante suggested sending a confirmation of session cancellation. Two of her recorders did not show up in sessions and she thinks that is just as bad as presenters not showing up. This is important for the recording of sessions. Jim Menzel did a good job but there is still sessions that did not have recorders. Becraft suggested a clearer path of cancellation notices. Becraft asked whose function is this? Swanson says that is a chair function. President Fresh said that there were gaps as of July, and chairs were concerned if the sessions would make. President Fresh suggested that the National Office come in July with some cost estimates of putting the preliminary program together with the show program and that the vendors would be happier with this; some vendors might underwrite the costs. It could also be less "slick" for functional reasons and not so glitzy; that would cut costs. Becraft offered that we are one of only a very few associations who put out the big program so early; some other associations do a "quick and dirty" one for wide distribution.

Lonabocker observed that there were only four Best Session Award nominations; there have been ten in the past. Smith responded that the Awards Committee will be doing some work in that area. It is more or less self nomination and she met with the committee and there needs to be a more aggressive effort by the committee. Swanson said that the committee needs to be more aggressive and go after them. Winners were Georgianne Porter's, Cal Poly, and Clemson. Becraft said that we have not promoted this much in the last two years.

Plans for the 1999 Annual Meeting Program
(Strategic Plan A.I.d)
Agenda Item #28

Anderson reported that the Program Committee is anxious and a number of improvements in the process is its goal. They will meet during July meeting and possibly have another meeting in December. They are off to a good start but have a long way to go and they want to get a structure into everything and a clear direction on the process. Three hundred (300) sessions and 20 workshop suggested. Idea will be that there will be fewer workshops due to Easter. Lonabocker offered that the Jesuit registrars are interested in facilitating the Easter service next year. Who decides who sponsors this activity-LAG or Jesuit registrars? Anderson needs to know what is going on for the purposes of the program.

Anderson observed that the registration area will be down in the Tech Center so that people will have to go down to get registered. There will need to be a lot of signs at this meeting. Swanson said to put down footprints for directions. Guerrero asked about topics for plenary topics; her committee suggested reauthorization as a topic. Ernie Pascarello at the University of Chicago might be a good speaker; his area is retention. Plante heard him at the Illinois meeting the first of the last year and he was very good. Don Hossler was also suggested; he is at Indiana. Swanson is trying to get him for the SEM conference. Anderson has talked with Riley's office and he has a policy of 60 days out committing to being a speaker; he is not a dynamic speaker but a big as Secretary of Education. The keynote will be on Easter Sunday. He reached to Colin Powell and received a personal response from him in the negative. What about Gore or Clinton? One of them might come to Chicago.

President Fresh asked about separating time for Caucus meetings conflicting with roundtables. Plante needs to change the budget meeting to a title of TOWN MEETING. Maybe state and regionals should be held later in the evening. President Fresh said to Anderson that needs to be separated. Caucuses could be moved to Wednesday or change Town Meeting to Monday or Tuesday but this could delay the state and regional events a little longer.

President Fresh asked if anyone had any comments on the reverse college days. Johnson said that is a recruitment activity. Johnson was asked to bring something to the July meeting.

Becraft suggested that someone needs to look at topics that need to be added to the program sessions. Anderson said that he would.

Guerrero said that a couple of committees had only two people show up. There was no word from any of these people. Smith says that the committee assignments need to be made earlier. Plante said that the information is needed in July on who first and second leaders of committees are. August Data Dispenser has a committee sign up sheet. Becraft said that the reappointment letters did not go out in the fall; they went out in February. He assured the BOD that he would have those letters out in the fall. Smith said that this should ease some of the tension around this issue. Swanson heard this year more than other years; "Is this just a one year appointment?" It is a one year appointment with renewal up to three years. Johnson said that he does not know what the appointments are; Becraft said that could be researched. Swanson was asked to record the dates of the appointments. We must have some indication of the term for each member. Swanson has this assignment to clean this up.

Guerrero expressed that the Open Learning/Non Traditional Committee was concerned about what the Virtual Learning Task Force is doing; there needs to be some interaction. There has been no connecting. President Fresh asked that Guerrero share her reports that come to the board from task force with her committee. All VP's need to make sure that their chairs see these reports.

Status of Proposed Constitutional Changes
(Strategic Plan A.I.a)
Agenda Item #29

Plante said that it was great that the budget and mission were approved. She feels good about this. We cannot drop all the others. The HEPI issue should be brought back; this is the suggestion that it be used for five years. This is one of the more important ones and we need to take the message out to state and regional all year long that we need to revisit the HEPI issue next year. We dealt with the FTE issue and it is laid to rest. Number 3 failed and Number 4 failed and we have brought this up two years in a row. President Fresh said to recouch the mail vote. Balazs suggested a proxy ballot; Plante is not wild about proxy vote, nor is Lonabocker. Plante said to let it ride for a couple of years. President Fresh says that it is worth it to have that as a part of the town meetings; Plante says that it needs more discussion. Swanson said that "control" is the operative word. He said that A&R directors do not want their support staff to vote. Wakefield says that an "absentee ballot" may be more favorable. Becraft says that it may be too premature. How best can we get more involvement in the national association? Swanson was instructed to add how members can be involved in the state and regional script and the HEPI issue.

M/S/Passed Plant/Lonabocker 9/0/0 To reconsider a Constitutional Amendment to assess dues based on HEPI by those voting at the Annual Meeting.

Becraft offered that some said that CPI might be more appropriate base. Plante said that the slide was very good; go back to the slide and show the dollars and cents on that slide. Becraft said that we need to really examine the slides. Anderson says that we need more on the background of HEPI.

M/S/Passed Plante/Guerrero 9/0/0 To use what was the proposed tagline after AACRAO as a promotional statement that could be placed on letterhead and other appropriate documents.

President Fresh said that he would write an "open letter" in response to the committee chairs.

President Fresh indicated that a third subject was a Town Meeting on the domains. Does approval of the Mission Statement mean acceptance of the domains. How do we use them? President Fresh suggested using this as a part of the state and regionals discussions. Balazs asked about slides versus overheads. Plante wants diskette as well. Johnson said that the domains need a lot more defining. Plante indicated that the Credentialing Committee wants to take their report out to the members. Could this be a session at state and regionals? Lonabocker will contact the state and regionals to find out.

Becraft shared a quote that someone gave him. "Leadership is finding out where everyone wants to go and then getting out in front of them." He suggested to make up state and regional presentations in diskette, overheads, and slides and also include slides of postcards of Chicago.

Johnson commented that the business presentation was great. Balazs was commended on her work in this regard. Bell was also is commended for her excellent presentational speaking.

Chicago Local Arrangements Committee
(Strategic Plan A.I.d)
Agenda Item #30

Plante reported that they are on track. LAC wants to go back to Scranton for evaluations. Anderson asked where we are on the Evaluation Committee; is there a chair? Fresh said that this is an open issue. One way is to have the Evaluation Committee to plan, and then the LAG does the work at the meeting. There my be other alternatives. Plante suggested that the National Office should come up with the mechanism on how to score. Chicago has so many schools that they could get volunteers to do this. NCS is still interested in doing the scanning. President Fresh said that in the interim we continue with the program committee this year. Another item is to have Anderson consult with the Program Committee to see if LAG could be incorporated. President Fresh will contact Allen and get a recommendation about the evaluation. The problem is that the Evaluation Committee is buried with hand counting the evaluations and are not able to go to the sessions; they pay their own way. If the LAG has local volunteers then maybe they should get a badge to work half day then a badge to attend half day sessions. Smith said that Anderson's meeting in July with program committee could be helpful. LAG may appoint someone from the local area. Johnson said that we have a research person on the National Office that should do research; never mind!

Becraft was directed to work with Scranton/NCS to determine a resolution to this issue.

Task Force on Credentialing and Certification
(Strategic Plan A.I.b.d)
Agenda Item #31

Weese requested funds for two meetings and whether to outsource to an agency or pull into the National Office. It might be easier to outsource, then move to National Office. The second thing is to appoint a steering committee and that the task force would complete its work. The third thing is to pull together the questions and information. It is looking at two years to complete. One task force meeting has already approved and they are asking for one more. The point is to complete this in two years. One meeting is already funded. Weese will ask for carryover funds in July.

The BOD took a break at 10:03 a.m. and reconvened at 10:13 a.m.

Board Meeting Schedule for 1997-98
(Strategic Plan A.I.a,d; B.II.a; C.X.a,b,c)
Agenda 32

The BOD received a handout of the meetings schedule for 1997-98. The BOD members were very appreciative of this type of information.

Technology Task Force Request for Funds

The Technology Task Force asked for a Washington DC meeting at $2500, and may need a third meeting so they are asking for $5000.

M/S/Passed Plante/Lonabocker 9/0/0 To designate $5000 from $30,000 to fund the Technology Task Force meetings.

Credentialing Task Force Request for Funds

M/S/Passed Plante/Weese 9/0/0 To designate $6000 from $30,000 to fund the Credentialing Task Force

Terms of Membership for International Association Affiliation

Becraft will assist Johnson in developing a discussion paper on what the International Association Affiliation terms should be. He needs a host committee. Becraft asked if the breakfast part could be on the first day. Lonabocker will shape an assignment for her state and regional committee to look at what some other associations are doing; maintaining a data base. Would have to allocate some money as well. She will need Becraft's document. Fresh ask to structure a budget and bring back as an agenda for July.

Scholarship LAC Representative

It was suggested that a local person be appointed to be on the Scholarship Committee for continuity. Margaret Williamson was suggested by Anderson.

M/S/Passed Plante/Lonabocker 9/0/0 To propose that AACRAO produce an AACRAO cookbook with proceeds going to the Scholarship Committee.

Plante and Balazs volunteered to coordinate this effort.

Guidelines for External Funding of Country Profiles

Johnson asked who in the National Office is responsible for fundraising? Balazs indicated that this has implications on what is done in accounting and we get left out of the loop; needs to be coordinated. Johnson will bring in July a document about the Russian publication. Smith reported that the PAB will meet in June last week. Johnson is to run that document by Smith. President Fresh asked about the Saudi Arabia issue. Smith asked that PAB should approve all publications. Wakefield is talking more than just publications-mentor, training programs, etc. President Fresh offered that we need a priority set from the standpoint of where we are involved. Wakefield will draft a first draft. Weese suggested that Johnson and Smith propose plans, then Wakefield. Smith says that PAB needs to be involved; Balazs wants to be in part of it as well.

M/S/Passed Weese/Lonabocker 9/0/0 To put together key players to develop a plan and guidelines for external funding of Country Profiles and take them to PAB to approve and implement.

Inclusion of Hot Link to Corporate Members

The consensus of the BOD is to hot link to corporate members' Web Page on the AACRAO Web Page. No cost is involved.

Corporate Member "Caucus"

The creation of a corporate member caucus was discussed. Plante suggested a corporate listserv instead.

Corporate Caucus Representative to BOD Meetings

The consensus of the BOD was that it is not appropriate to have a corporate member as a rep to BOD meetings

Task Force 2000 Request for Funds

The Task Force 2000 requested funds for their work.

M/S/Withdrawn Bell/Plante To designate $8000 out of $30000 to task force 2000.

It was determined that the BOD needs to see some output before funds will be designated. President Fresh will follow up with Chair Kerlin.

Feedback for July

We are looking at transformation institute theme title and factor in an opportunity for the chairs to assess where they see us. Guerrero asked that Dolence interact with the Vice presidents.

Higher Education Electronic Standards Council

Becraft handed out the Higher Education Electronic Standards Council.

Motion Plante/Bell 9/0/0 To endorse the Higher Education Electronic Standards Council proposal as presented.

Anderson asked what is our individual relationships to summits? Are we expected to go? Is there BOD support? Is the president expected to go? President Fresh indicated that there should be BOD representation; Becraft perhaps.

A motion was made to adjourn and President Fresh did so at 11:00 am

Cordially Submitted,

Melanie Moore Bell
Secretary/Treasurer