Board of Directors Meeting #2

February 17 - 19, 2002

Board Members in Attendance: Gene Schuster, Mike Allen, Louise Lonabocker, Paul Taylor, Gloria Nathanson, Joe Roof, Heather Smith, Will Corprew, and Tom Bilger

Board Members-Elect in Attendance: Ange Peterson, Robert Morley, and Paul Aucoin

Staff Members in Attendance: Jerry Sullivan, Barmak Nassirian, and Angela Gemza

1. **Call to order and approval of agenda**
   President Gene Schuster, called the meeting to order at 1:30pm on February 17, 2002. The agenda was reviewed and approved without objection.

2. **Approval of Previous Meeting Minutes**
   The Board reviewed the minutes from the October 15-16, 2001 Board Meeting, the December 17, 2001 and January 17, 2002 Conference Calls and placed them on the Consent Agenda for approval.

3. **Membership Committee**
   Corporate Dues
   Vice President Bilger introduced a motion to change the corporate dues schedule. With the change, the Corporate Dues would be divided into four categories from the current three categories. ***The Board agreed to place the motion to Change the Corporate Dues Schedule to include a fourth category on the Consent Agenda for approval.***

   Reciprocal Relationship with AUA
   VP Bilger introduced a motion to approve a formal reciprocal membership relationship with the Association of University Administrators. The Board discussed the reciprocal membership and what benefits it would bring to the AACRAO membership. ***The Board agreed to place the motion to approve a reciprocal membership relationship with the Association of University Administrators (AUA) on the Consent Agenda for approval.***

   Loss of Membership
   VP Bilger raised the topic of the loss of institutional membership. Executive Director Sullivan discussed the need to develop a plan to personalize the process through which AACRAO contacts non-renewing institutions and members. The Board discussed the options and how the Board could reach out to non-renewing member institutions and how to make AACRAO membership more desirable to all institutional levels. The discussion additionally touched on the benefits of AACRAO membership. The Board agreed to restrict more of the content on the AACRAO Web site and in publications to members only.

4. **Audit Report**
   Cynthia Taliano and Jeanne Anderson from Peacock, Condron, Anderson & Co. presented a draft of the Annual Fiscal Audit Report. They reviewed the Audit Report with the Board and answered questions. ***The Board agreed to place the 2001 Fiscal Audit Report, as prepared and presented by the independent auditors Peacock, Condron, Anderson & Co., on the Consent Agenda for approval.***

5. **Investment Report**
   Brian Lipton from NexTIER Financial Advisors gave the Board a report on the investments. He reported that AACRAO's investments are doing well despite the recent economic downturn and the investments have not suffered large losses compared to the average market losses. He attributed this performance in part due to the diversity of the investments. The Board reviewed AACRAO's investment strategy and the placement of funds with Mr. Lipton.

6. **Operations Sub-Committee Report**
   Vendor Presentation Policy
   Vice President Taylor introduced a policy for governing vendor presentations at AACRAO's Meetings. The Board reviewed the policy as presented and agreed to place it on the Consent Agenda for approval.

   Board Meeting Appointments
   VP Taylor introduced a draft policy "Concerning the Appointment of AACRAO Board Representatives to Meetings". The Board discussed the policy specifically addressing the issue of the goals of Board visits to other associations and what are the expected outcomes of these visits. The Board revised the policy and agreed to adopt it as revised.

   Annual Meeting Comp Policy
   VP Taylor reintroduced the AACRAO Policy and Expenses on Annual Meeting Comps and raised the issue of complementary rooms for the LAC at the Annual Meeting. The Board agreed to reduce the number of complementary rooms for the Annual Meeting LAC to include only the LAC co-chairs starting with the 2004 Las Vegas Annual Meeting. The question was raised as to who were potential candidates to be the LAC Chair for the Las Vegas LAC. Several names were mentioned, but no decision was made.

   The Board requested that the Operations Sub-Committee review the financial impact of providing complimentary meeting registrations to the members of both the Program Committee and the LAC and provide a recommendation for the next Board Meeting.

7. **AACRAO Consulting**
   Executive Director Sullivan introduced AACRAO's Special Consultant Tom Dibble and AACRAO staff member, Lisa Rosenberg who are coordinating AACRAO's new Consulting Service. Mr. Dibble introduced and presented an overview of AACRAO's Consulting Services. The Board received copies of the new marketing brochure that will be sent out to institutions. Mr. Dibble spoke about the growth potential and possible projects for the future. The Board asked specific questions about the

Consulting Services, how it would work, and the financial arrangements for the service.

President Schuster asked that the Board review the marketing materials and to serve as a sounding board for potential member reaction. The Board expressed the desire to help construct the communication to members. The Board also recommended that an article and announcement about the Consulting Service be placed in the next AACRAO Update. ED Sullivan agreed to prepare a comprehensive Q&A about the service for member-benefit.

8. **Finance and Audit Committee**

Financial Report

Vice President Roof gave the report on Financial Statements as of end of December 2001. He reported that the statements indicated that both revenue and expenses were slightly under budget. Through December 31, 2001, which represented 25% of the Fiscal Year completed, revenue was at 21% of budget and expenses were 19% of budget.

Budget Discussion

VP Roof introduced the proposed 2002-2003 Budget. After reviewing the Budget, the Board discussed changes in the budget for the upcoming fiscal year. They charged the Finance/Audit Committee with developing a planned process for examining membership dues on an annual basis. ***The Board agreed to make no changes and to place the 2002-2003 Budget as presented to the Board for recommendation to the Membership on the Consent Agenda for approval.***

SPEEDE

VP Roof brought forth a memo dated October 2001 from the SPEEDE Committee. The Board reviewed the draft of the article that the SPEEDE Committee sent to the Board with the goal of publishing the information in an upcoming AACRAO publication. The Board agreed to request the SPEEDE Committee to update the letter to better reflect current conditions and upon receipt of a new draft, the AACRAO staff would publish the document in the *Transcript*. The Board also discussed the EDI Server and Associate ED Nassirian was tasked with contacting UT Austin to determine the fate of the two servers located in the AACRAO Office.

9. **Government Relations Update**

Associate Executive Director Barmak Nassirian updated the Board on events concerning government relations. He stressed that the primary concerns are those related to September 11, foreign students and the implementation of SEVIS. The payment of fees and the application process associated with SEVIS are of concern. The INS is now interpreting the law in that INS must have the system ready by January 1, 2003. This deadline applies only to the INS and would not apply to the institutions.

The second area of concern that Associate ED Nassirian pointed out was Negotiated Rule Making related to SEVIS and INS issues. He reported that although AACRAO applied to participate in the negotiation, we were denied a place at the table, as was ACE.

He also raised the issue of the lack of a governance policy to guide government relations at AACRAO. The Board agreed and Associate ED Nassirian will draft a statement for Board approval.

10. **Annual Meeting Script**

President-Elect Smith began a discussion of the Script of the Annual Meeting. After reviewing the Script, President Schuster asked the Board Members to thoroughly go through the Script and provide feedback to either him or President-Elect Heather Smith. President-Elect Smith also solicited comments on the Opening Session.

11. **Officer Reports**

President (Schuster)
President Schuster reported to the Board on his activities since October. He introduced a motion to change the bylaws to reflect the change of the Fiscal Year from July-June to October-September. After initial discussion, the Board agreed to continue to work on the proposal and have it ready in time to be published in the March Update.

Past-President (Lonabocker)
Past-President Lonabocker reported to the Board on her activities since October. She introduced the motion to confer Honorary Membership on Richard Rainsberger in 2002. ***The Board agreed and the motion to confer Honorary Membership on Richard Rainsberger in 2002 was placed on the Consent Agenda for approval.***

Past-President Lonabocker also briefly updated the Board on Annual Meeting LAC activity. She mentioned that the LAC agrees that if budget cuts were to be made, that the cuts first come out of the decorations and entertainment rather than food.

President-Elect (Smith)
President-Elect Smith updated the Board on her activities since October. She also passed out a calendar of Board Meetings and Conference Calls for the 2002-2003 year. The Board is to review the calendar and to inform President-Elect Smith of any potential conflicts and/or problems of which they may be aware. She also passed around the Sub-Committee assignments for the 2002-2003 year. She also requested that the Board pass on any recommendations for how better to stay on time and on task at the Board Meetings.

President-Elect Smith applauded the 2002 Program Committee Chair, Jackie Freeze, for all of her work over the past year.

VP for Finance (Roof)
Vice President Roof included his report to the Board as part of the Finance/Audit Sub-Committee Report.

VP for Admissions and Enrollment Management (Taylor)
Vice President Taylor reported to the Board on his trip to the AUA Conference and updated the Board on his activities since October. He informed the Board that the

Admissions Task Force has been appointed and will meet at the AACRAO office in Washington, DC on March 15 to begin the development of a taxonomy for the Admissions profession.

VP Taylor brought forth his idea of AACRAO paying for a band at the Annual Meeting to bring all State & Regional receptions together. This idea will need to be included in the 2003 Annual Meeting budget at the July Board meeting.

VP for International (Nathanson)
Vice President Nathanson updated the Board on her activities since October. She reported that she will appoint a slightly larger committee to work on the traveling International Admissions Workshop. She also reported there are several new AACRAO international publications in the works.

She informed the Board that appointments have already been made for the new International Publication Advisory Committee (IPAC) and that they are ready to begin activities.

VP for Professional Development and Publications (Corprew)
Vice President Corprew updated the Board on his activities. He reported that scholarship information was mailed to 100 Community College Advising and Financial Aid Offices and 343 High School Guidance Counselors in the Greater Minneapolis/St. Paul Metropolitan Area. He passed out copies of the letters that were sent.

VP Corprew recommended the Board appoint Betty Huff as C&U Editor. ***The Board agreed to place the motion to appoint Betty Huff as C&U Editor on the Consent Agenda for approval.***

VP for Association and Institutional Issues (Bilger)
Vice President Bilger reported on his activities since October. He stated that he would continue to work with VP-Elect Aucoin to finalize the State & Regional meeting representation schedule in light of the Board meeting schedule for 2002-2003 and the Board Policy on "Concerning the Appointment of AACRAO Board Representatives to Meetings."

VP For Registration, Records and Technology (Allen)
Vice President Allen updated the Board on his activities since October. He reported on the progress on the Academic & Transcript Guide. With the assistance of AACRAO Staff, a draft survey is almost finalized and ready to go out. A presentation should be ready for the Annual Meeting; but it is doubtful that a draft will be ready at that time.

He also introduced a proposal for an Information Strategy Workshop. He will add this to his budget for the 2002-2003 Operating Plan.

VP Allen introduced a draft of the Resource Center taxonomy and a Knowledge taxonomy that began at the Leadership Meeting. He will send both documents to the Board electronically for comments and edits. He will also solicit input from the participants at the Leadership Meeting and Committee Chairs.

State & Regional Workshops
VP Allen introduced a report on offering AACRAO Workshops in conjunction with State & Regional association meetings. After outlining the proposal, the Board discussed the pros and cons of this method. Underlying the discussion was the basic philosophical idea of how AACRAO could continue to develop better products and still provide member services. The current AACRAO policy is that the association aims for a return of at least 20% on each project to help recover development costs for the project, to provide a source of funds to continue the quality improvement process on the project and to provide possible development funds for future projects.

The Board agreed to pursue the method of offering the workshops as independent entities and to seek sponsorships. Workshops should be offered in locations where there is the potential for a large number of participants

12. **Executive Director Report**
Executive Director Sullivan briefed the Board on AACRAO Office activities and updated the Board on Annual Meeting registration statistics. The Board questioned ED Sullivan on some specifics and raised issues and areas of concern to them. The Board inquired about the possibility of the AACRAO office providing Web services to State & Regional ACRAO's. ED Sullivan responded that the AACRAO office would like to provide these services; however it was not feasible at this time due to staffing constraints.

13. **Strategic Plan**
President Schuster requested that the Board review the latest draft of the Strategic Plan and see what areas need further examination or work. The Board agreed to continue to discussion of transfer credit/articulation, corporate universities and accreditation and how it affects the higher education community. President-Elect Smith recommended that the topic of spin-off organizations (i.e. summer schools, commencement, transfer) be added to the environmental scan. Vice President Roof recommended adding the topic of how

14. **Consent Agenda**

1. To approve the minutes from the October 15-16, 2001 Board Meeting, the December 17, 2001 and January 17, 2002 Conference Call minutes.

2. To approve the Change in Corporate Dues Schedule to include a fourth category as follows:

Gross Revenues	Category	Partnership Fee
Under $200,000	1	$750
$200,000 - $100 million	2	$2,000
$100 -$500 million	3	$3,000
$500 million +	4	$4,000

3. To receive the 2001 Fiscal Audit Report as prepared and presented by the independent auditors Peacock, Condron, Anderson & Co.

4. To approve a Vendor Presentation policy for the Annual Meeting as follows:

   AACRAO Vendor Presentation Policy
   To preserve the integrity and educational value of the Association's Annual Meeting program, individuals employed by organizations offering goods and services to institutions of higher education may not serve as presenters in Annual Meeting sessions, except through the Vendor Presentation category.

   All presentations involving individuals described above are presumed to more appropriately belong to this vendor presentation category. The Executive Director shall have the authority to impose a vendor fee even if the session is classified under a heading other than a vendor presentation to grant a waiver.

5. To approve the awarding of Honorary Membership to Richard Rainsberger at the 2002 Annual Meeting.

6. To recommend to the membership the approval of the 2002-2003 Budget as presented to the Board.

7. To approve the appointment of Betty Huff as editor of C&U.

8. To approve the following to establish a reciprocal relationship with the Association of University Administrators (AUA).

   WHEREAS, the American Association of Collegiate Registrars and Admissions Officers (AACRAO) seeks to enhance the profile of, and raise standards within, the profession of higher education administration and management internationally; and

   WHEREAS, this goal will be facilitated through the exchange of information, through consultation, and through collaborative projects with appropriate counterparts in other countries; and

   WHEREAS, the Association of University Administrators (AUA) is the highly regarded counterpart to AACRAO in the United Kingdom;

   BE IT THEREFORE RESOLVED, that, in exchange for a reciprocal arrangement by the AUA for a similar number of official AACRAO appointees, AACRAO will provide two slots at its annual conference for duly appointed representatives of the AUA. These slots will include conference registration, accommodation, and any inclusive meals; and

   BE IT FURTHER RESOLVED, that, in exchange for a reciprocal arrangement by the AUA for a similar number of official AACRAO appointees, AACRAO will extend non-voting membership benefits to duly appointed representatives of the

AUA.

M/S/A [Bilger/Nathanson 9/0/0]

15. **Adjournment**

The meeting was adjourned at 11:30 am on Tuesday, February 19, 2002.