Board of Directors Meeting #3

Saturday, April 21, 2001

Board Members In Attendance:
Tom Bilger, Will Corprew, Linda Finley, Bill Haid, Louise Lonabocker, Gloria Nathanson, Joe Roof, Gene Schuster, Paul Taylor.

Board Nominees in Attendance:

Mike Allen

Staff Members In Attendance:
Janie Barnett, Martha Henebry, Barmak Nassirian, Jerry Sullivan

1. **Call to order and approval of agenda**

   President Louise Lonabocker, called the meeting to order at 10:30am on April 21, 2001. The agenda was reviewed and approved without objection.

2. **Approval of Previous Meeting Minutes**

   The Board approved the minutes from the February 5-6 Board Meeting in Washington, DC and the minutes from the March 15 Board conference call.

3. **Administrative Subcommittee**

   Site Selection
   The AACRAO office is working with both Marriott and Hilton on site selection for upcoming annual meetings. The following are some of the locations being considered with excellent confirmed prices:
   2006 - Anaheim, 2007 - Chicago, 2008 - Orlando, 2009 - Reno or Kansas City, 2010 - New Orleans (100 year anniversary)

   Non-Member Presenter Policy
   The following Non-Member Presenter Registration Policy was presented to the Board for review and approval. The Board supported the Non-Member Presenter Registration Policy and agreed to include it on the Consent Agenda.

   Non-Member Presenter Registration Policy
   Non-member presenters are provided a complimentary one-day registration; not including paid meals, for the day of their presentations. If non-member presenters desire to stay longer, they are offered the option of registering at the discounted rate of $195 (the same price as the minority discount fee).

   The Executive Director and President-elect jointly will approve requests for exceptions; taking into consideration what is in the best interest of the association. AACRAO members who make presentations are expected to pay a registration fee.

AACRAO Honorary Membership
Past President Bill Haid presented a revised proposal to the Board regarding AACRAO Honorary Membership. The goal of the proposal was to further define the criteria for honorary membership and the distinguished service award. Criteria for the distinguished service award were forwarded to the Awards Committee for review. The Board hopes to simplify the process of honorary membership by providing a simpler set of criteria. Following discussion, the board decided to test the new criteria before adopting it and asked the office staff to work with President Lonabocker to assure that the new criteria would produce the desired results.

Annual Meeting Scholarship
Past President Haid provided a written status report on the AACRAO Scholarship Task Force, which included a history of the task force, recent developments, current status and recommendation for the task force. The Task Force submitted a final report to the Board of Directors for the December Board Meeting. The Board thought that the report was incomplete based on the charge that was given to the Task Force. Past President Haid communicated this information to the task force in December with a request for additional review and recommendations. No report or communication was received prior to the February board meeting. However, the chair of the task force sent an email message during the February board meeting that expressed his opinion about the status of the scholarship program and recommended that the program be discontinued.

Based on the Task Force Report, and the chair's final communication, the Board agreed the scholarship program will remain discontinued and a report will be sent to the membership. No action was required. Past President Haid agreed to write a report for the membership. (It should be noted that much discussion about reinstituting some sort of scholarship program took place during the annual meeting and President-elect Schuster committed to working with advocates of the program to find a way that will be acceptable.)

Joint Statement on Transfer Credit
Executive Director, Jerry Sullivan reviewed the updated Joint Statement on the Transfer and Award of Credit. ED Sullivan indicated that AACRAO should be on record in support of statement. The Board concurred with the statement and agreed to include it on the Consent Agenda.

Annual Meeting Script
Louise Lonabocker reviewed the Annual Meeting Script with the Board and AACRAO Office staff present.

4. **Finance and Audit Committee**

March Financial Report
Vice President Joe Roof provided an update on AACRAO's financial status that indicated the fiscal year is three-quarters complete and the financial status continues to be very positive. He reviewed the Statement of Financial Position and the Statement of Activities.

Ratio Analysis
VP Roof also discussed the financial ratios and his concern that AACRAO continues to be too reliant on member dues and registration fees for the majority of its revenue. The Income Statement Ratios indicate that AACRAO is out of line in the percent of revenue we receive from member dues and registration fees as compared to similar associations. Roof believes AACRAO needs to diversify its revenue stream to help reduce the reliance on the members for association income.

Fiscal Year Change
VP Roof indicated the Annual Meeting has a significant impact on the association's financial statements. Unfortunately, this impact occurs at the end of the fiscal year and results in the Board and AACRAO staff being unable to take any actions that could correct a potential revenue shortfall from an annual meeting that fails to meet attendance projections.

VP Roof thought the Board should review the option of changing the fiscal year where the annual meeting does not occur at the end of the fiscal year. Roof will work with ED Sullivan on a draft proposal to change the fiscal year and will present the proposal at the July Board Meeting.

Annual Audit
The Auditing/Finance Committee recommends utilizing Peacock Condon Anderson and Company for the 2001 Fiscal Year audit. The committee agreed to investigate other auditing firms for the 2002 Fiscal Year. Since AACRAO has use the current auditing firm for several years, it would be a good accounting practice to have another firm review the Association's financial reports.

5. **Operations Subcommittee**

Comp Policy for Annual Meeting
Vice President Paul Taylor presented a matrix of complimentary annual meeting registrations. This matrix will be revised to include support services (conferon, MRA etc.) and staff and the title will be changed to "AACRAO's Policy on Annual Meeting Comps". The following statement will also be added to the matrix:

AACRAO's policy on Annual Meeting comps is a reflection of the Board of Directors' philosophy concerning services contributed to the Association. This is subject to modification as appropriate.
The final matrix will be available at the July Board Meeting.

Proposed New Committee to Conduct Surveys
Vice President Nominee Mike Allen suggested the possibility of creating a professional activities committee for the purpose of assisting AACRAO with surveys. Currently, the AACRAO office has the resources to produce ten surveys yearly. The Operations Committee believes there is a need to survey members to determine common practices. The committee believes the completion of ten annual surveys is not sufficient to address this issue. In order to address this issue, AACRAO needs a committee with some expertise on conducting surveys in order to generate real data

about institutional practice.

VP Nominee Allen will continue to research this issue and discuss it with Institutional Research Committee. This will be an agenda item at the July Board Meeting.

6. **Membership Subcommittee**

Promotional Issues
Vice President Tom Bilger discussed member promotions that are offered to AACRAO members (e.g. Geico insurance etc.) The AACRAO Office handles this process. The membership subcommittee recommended that the AACRAO Office continue to handle these promotions.

Suggestion to Combine the State/Regional Meeting wth the AACRAO Leadership Meeting
The Membership Committee discussed the possibility of combining the State and Regional Officers Meeting with the AACRAO Leadership Meeting. The committee decided that the two meetings have a different emphasis and therefore should remain separate.

Liaison with ECURE (Preservation and Access for Electronic College and University Records)
The Membership Committee recommended that if AACRAO has a reciprocal agreement with ECURE that there be only one membership and it would be for the Executive Director. The Executive Director could delegate this assignment as necessary.

The Board then addressed the broader issue of members representing AACRAO on committees, boards, task forces, etc., without any formal approval or appointment by the Board. A draft policy on this issue will be presented to the Board at the July Board Meeting. Once a policy is adopted, it will be included in the Board Policy handbook and posted on the AACRAO website.

7. **Officer Reports**

Detailed Officer Reports were submitted in writing and included with the Board of Directors Agenda and Meeting Book. The following are either highlights from those reports or additional information not included in those reports.

President (Lonabocker)
President Lonabocker reported on the progress of the Centennial Task Force

Past-President (Haid)
Past-President Haid reported on the AUA meeting that he attended in England. This meeting included attendees from all over the world. Haid gave a presentation on Enrollment Management Practices in the U.S. and provided sample AACRAO publications and information on AACRAO membership. Haid recommends continued participation by AACRAO with AUA.

Vice President for International Education (Nathanson)
VP Nathanson reported that the draft copy of the AACRAO International Guide: A Resource for International Education Professionals would be used at the Admissions 101 workshop at the Annual Meeting.

Vice President Association and Institutional Issues (Bilger)
VP Bilger reported the evaluations and feedback from the State & Regional Meeting was good.

8. **Executive Director Report**

Executive Director Sullivan provided an update to the Board of Directors. The highlight of the update was an increase in membership. The good news for the year is growth - both in number of AACRAO members as well as AACRAO partners. He reported that there was also a good retention rate. Seventy-six new institutions joined this year as well as 42 new corporate partners. He also reported on the new AACRAO website went live at the beginning of April. The transfer to the new site went very smoothly.

9. **Consent Agenda**

1. To approve the Non-Member Presenter Registration Policy.
2. To approve the Joint Statement on the Transfer and Award of Credit.

M/S/P Haid/Finley 9/0/0

10. **Adjournment**

The Board meeting was adjourned at 4pm on Saturday, April 21, 2001