Board of Directors Meeting #3

March 17, 2004

Board Members in Attendance: Michael Allen, Paul Aucoin, Thomas Bilger, Betty Huff, Robert Morley, Ange Peterson, Joseph Roof, Heather Smith, Eric Staab, and Paul Taylor

Guests Present: Luz Barreras, and Paul Wiley

Staff Members in Attendance: Janie Barnett, Diana Cecil, Barmak Nassirian, and Jerome Sullivan

1. **Call to order/Adoption of agenda**
   The meeting was called to order on Wednesday, March 17, 2004 at 3:05 p.m. (EST). The agenda was reviewed and adopted.

2. **Executive Director's report**
   Executive Director Jerry Sullivan reported the following:
   - T The institutional memberships have increased and dues revenue is 3 percent ahead of last year. Corporate memberships are behind last year by four but are expected to increase prior to the Annual Meeting.
   - There are over 2611 registrations (does not include exhibitors, one day only attendees, guests, Board, etc.) for the 2004 Annual Meeting in Las Vegas and the number of exhibitors have increased as well both of which are over the budget projections.
   - The publication sales have improved this fiscal year and there will be several books that will be available for the Annual Meeting:*Australia; Brazil; Taiwan* ; *Essential of Enrollment Management: Cases in the Field;* and, *Student Marketing for Colleges and Universities*.
   - IES is not meeting budget expectations but indications this month are encouraging. It seems unlikely that this FY's optimistic budget projections will be met but are confident of a positive bottom line by October.

3. **President's Report**
   Nominations and Elections
   President Paul Taylor reported that the 2004-2005 voting results for the Nominations and Elections committee have been completed and he was pleased to announce the results. There were a total of 9294 members eligible to vote and of those members 816 cast 4670 votes and the elected members are Christine Kerlin (Chair-elect), Nancy Penna (Vice Chair-elect), Larry Friedman, Adrienne McDay, Dorothy Kiser, Dannette Sullivan, Robert Doolos and the alternates are Jeffrey von Munkwitz-Smith, Jerald Bracken and Sonia Saladuchin. Glenn Munson will serve as Chair and Nora McLaughlin will serve as Vice Chair of the committee.

   Board Policies
   President Taylor discussed with the Board the AACRAO Investment Policy Statement (Approved by AACRAO Board of Directors July, 2002) and the AACRAO Partnership Policy (1999) noting that the investment policy

speaks to investment objectives and policies applicable to AACRAO's reserve funds for AACRAO financial advisors. The partnership policy addresses issues relevant to entering into partnerships with not-for-profit or for-profit entities and gives authority to the Board and the Executive Director to identify and pursue partnership opportunities.

The Board reviewed and discussed the new Board Policy on AACRAO Service-Delivery Ventures Involving Third Parties that had been discussed at the February 2004 Board Meeting. This policy resulted from the discussions at the 2004 AACRAO Leadership Meeting.

Ange Peterson moved and Joe Roof seconded the motion to approve the Board Policy on AACRAO Service-Delivery Ventures Involving Third Parties. The motion passed unanimously. M/S/P [Peterson/Roof/ (10/0)]

Board Policy on AACRAO Service-Delivery Ventures Involving Third Parties

To ensure that the reputation and trademarks of AACRAO receive the utmost protection, the Board has developed the following guidelines. All AACRAO-branded service units that involve third parties through such arrangements as partnerships, joint ventures, or licensing agreements shall comply with these guidelines.
1. The services offered by AACRAO-branded service units must relate to the Association's mission and its members' professions.
2. The Association shall, through appropriate member involvement, develop and impose high quality standards on AACRAO-branded service units.
3. The Association shall assess the membership's views and conduct business and legal due diligence prior to, and periodically after, launching an AACRAO-branded service unit.
4. The President shall appoint an advisory panel of voting members to review such ventures involving AACRAO branded service units.

5. The Association shall develop a communication plan to keep the membership informed of the activities of AACRAO-branded service units.

It was noted that in addition to this current placement within the minutes the Board Policies will be on the AACRAO web site in a more easily assessable manner. The Board Policy on AACRAO Service-Delivered Ventures will be sent to the Leadership group to follow-up on the discussion at the Leadership Meeting in February.
It was also recommended that the Vice Presidents receive Board action summary reports or highlights of each Board meeting so that they may transmit them to committee chairs. In addition they will be sent to state and regional association leaders via email.

Vice President for Access and Equity
Tom Bilger moved and Paul Aucoin seconded the motion to approve amending the resolution for the Vice President for Access and Equity that was approved at the February 2004 Board Meeting to include the effective date (2005 AACRAO Annual Meeting) of the bylaws change. The motion passed unanimously.
M/S/P [Bilger/Aucoin/(10/0)]

> WHEREAS, AACRAO has a long and distinguished history of commitment to equality of opportunity and diversity; and
> WHEREAS, the members of AACRAO believe that the future of the Association depends upon the participation and professionalism of all members; and
> WHEREAS, AACRAO seeks to continue its tradition of commitment to diversity as a means of promoting excellence, inclusion, and openness in the fulfillment of its mission; and
> WHEREAS, the Taskforce on Diversity and Leadership was charged by the Board of Directors to study all aspects of diversity and leadership development within the Association; and
> WHEREAS, the Taskforce successfully discharged its duties by forwarding unanimous recommendations to the Board of Directors for consideration; and
> WHEREAS, the Taskforce recommended that a Vice Presidential position be created on the Board in order to elevate the level of responsibility for and commitment to diversity within the Association.
> BE IT THEREFORE RESOLVED, that the Board proposes that the voting members of AACRAO amend the Association's bylaws at the 2004 business meeting by approving the following member resolution: "BE IT RESOLVED, that bylaws Article III, Section 1(i) is hereby amended by striking the text following 'Vice President' and substituting 'for Access and Equity.'; and
>
> **BE IT FURTHER RESOLVED, that this change shall take effect at the business meeting of the 2005 AACRAO Annual Meeting in New York.".**

The board also reviewed the notification that will be sent to the membership noting the bylaw change to be voted at the business meeting of the 2004 Annual Meeting.

4. **Finance Report**
Vice President Joe Roof briefly reported that financially AACRAO is doing well with the completion of three successful conferences, increased publication sales, increased revenue from membership dues and increased in investment income. Overall AACRAO is on target but there are areas to be watched.

5. **Old/New Business**
Honorary Membership nomination
Past President Heather Smith reported that the Administrative/Finance Subcommittee recommended that R Gerald Pugh, who will be leaving the Indiana University

Bloomington this summer, should receive an honorary membership.
Heather Smith moved and Paul Aucoin seconded the motion to approve R Gerald Pugh to receive an Honorary Membership at the 2004 Annual Meeting. The motion passed unanimously. M/S/P [Smith/Aucoin/(10/0)]

Affiliations
Smith noted that the New England Transfer Association expressed an interest in affiliation with AACRAO so as to connect the two associations in an advisory role but to remain separate entities. Following discussion, the Board recommended a further discussion of the criteria for affiliations at the April Board meeting.

Heather Smith moved and Eric Staab seconded the motion to enter into an affiliation with the New England Transfer Association. The motion passed unanimously. M/S/P [Smith/Staab/(9/0)]

Awards
To follow up on a discussion at the February Board meeting on creating or developing new awards, the Board suggested that the development of new AACRAO awards should be presented to the Awards Committee

6. **Adjournment**
There being no further business the meeting was adjourned at 5:10 pm.