Board of Directors Meeting #4

February 28-March 2, 1999

Participating:
Paul Anderson, Fred Fresh, Diana Guerrero, Bill Haid, Johnny Johnson, Louise Lonabocker, Valerie Mead, Gene Schuster, Heather Smith.

Board Nominees: Paul Taylor & Tom Bilger and Suzanne Anderson, SPEEDE Committee

AACRAO Office Staff:
Janie Barnett, Dale Gough, Jacquelyn Gourley, Satomi Matsumae, Eric Mosel, Barmak Nassirian, Gloria Rutberg, Jerry Sullivan

February 28, 1999

1. **SPEEDE:**
   Suzanne Anderson, Vice Chair of the SPEEDE Committee, gave a presentation on behalf of the Committee, outlining activities, their special role and their benefit to AACRAO. Issues included the future of the EDI server maintained by the University of Texas at Austin, possible activities by AACRAO in Electronic Commerce/EDI development, the nomenclature for the committee's name, and the future of the EDI Conference as a stand-alone meeting. Upon Ms. Anderson's departure, the Board discussed the issues raised in the presentation, re-named the committee SPEEDE/EC/EDI as recommended, and requested that the Executive Director investigate the other issues and report back to the Board at the April meeting. In consideration of the presentation, the Board discussed Task Force 2000's recommendation that the EDI Conference be subsumed under the AACRAO Annual Meeting.

   1999/4/1. M/S/P: That AACRAO should continue to present an EDI stand-alone conference.
   [Smith/Fresh. 9/0].

   1999/4/2. M/S/P: That the Executive Director work with the SPEEDE/EC/EDI Committee to offer AACRAO's oversight for the EDI server.
   [Mead/Guerrero. 9/0].

2. **Minutes:**
   The Board discussed the importance of developing a more efficient method of producing minutes and distributing them to the membership. The task is quite overwhelming in light of the Board's lengthy meetings and the fact that the Secretary/Treasurer has been attempting to produce the minutes without assistance. The Board discussed the repeated requests by members to be better informed of the Association's circumstances through distribution of minutes, and was unanimous in its desire to generate timely updates on Board activities to membership. It was suggested that AACRAO staff assume the responsibility of assisting the Board with the taking of minutes, and that the Office also makes available unofficial updates on Board

meetings for speedy circulation to membership. It was agreed that the Administrative Committee would provide a solution by the next morning. And,

1999/4/3. M/S/P: Starting with the first 1999 Board of Directors meeting, a numbering scheme will be assigned to all board motions/actions.
[Haid/Smith. 8/0/1 Schuster]

3. **Information to New Board Members:**
Fresh welcomed the two new Board nominees and provided an overview of the scope and magnitude of responsibilities of being an AACRAO Board member. Fresh emphasized the importance of understanding the structure of AACRAO, the difficulties in finding qualified volunteers for committees, the need to set aside time for AACRAO , and understanding the process of Board deliberations and the need to be forceful within that process.

4. **Financial Report**:
Sullivan asked Jim Caputo to review the 1999 AACRAO Budget Report published in the Data Dispenser, the detail behind it, the balance sheet, investments, and new financial reporting available for budget managers. The Board reminded the Executive Director that the auditor's report should be accessible to members on the web. Sullivan reminded the Board to review and report on last year's Recovery Plan elements: no further spending of reserves, stabilize the office, communicate with the membership and end up with at least $64,000.

5. **"AACRAO's Board Budget Values & Strategies" Statement:** Schuster provided the Board with a revised statement for review.

6. **Executive Director's Report:**
Sullivan provided an update on Office activities and status of projects. He indicated he hoped to present the Board with a Conflict of Interest Policy proposal in April. He reviewed the status of the Challenge Grant collections, the impact of New Orleans exhibit space, and SEM arrangements. He discussed arrangements to create a Professional Resource Center within the Office. He indicated the recent employment of a webmaster had finally provided the where-with-all for the office to update the web. He had hoped it would be completed today but will not be finished until next week.

7. **Technology Report:**
Eric Mosel reported Y2K compliance has been achieved for all operations at the AACRAO Office. The new financial system database, Platinum, is Y2K compliant as well. Mosel reported that the Office is working on the membership database, correcting information, and noted that of 9,400 members, over 7,000 have provided e-mail addresses. Mosel reported that he located and upgraded Meeting Trak, our meetings system, from DOS to Windows, and added that it is important to interface the meeting database with accounting. Redesign of the Web site continues and the Board viewed prototype of new Web site.

The meeting was suspended at 6:30 so the administrative committee would have time to meet.

March 1, 1999

1. **Minutes:**
   The Administrative Committee reported that AACRAOthat AACRAO staff would take notes and provide draft minutes to Secretary-Treasurer for circulation to the Board to accelerate their availability for members.

2. **UAW/Ford Contract Status:**
   Nassirian reported that the UAW/Ford has been extended to include Phase II activities to take place from February 1- June 30, 1999. The contract income for FY99 was $60,000. AACRAO may consider Phase III activities that would begin around July 1, 1999; however the office is cautious until the budget situation for next year is known. Brenda Ashford continues to monitor the project and expends 25% of her time on the contract.

3. **Department of Education Classification of Instructional Programs Typology:**
   Nassirian reported that during February, the Department of Education had expressed interest in working on the *Classification of Instructional Programs* Handbook. The update, part of the IPEDS Redesign directive, will result in a revised typology of post-secondary academic and occupational program titles and descriptions.

4. **International News:**
   Johnson reported that the CIPRIS, Coordinated Interagency Partnership Regulating International Students, pilot program has been ongoing since January 1998 at 21 schools. CIPRIS is a partnership of INS, U.S. Information Agency (USIA), Department of State (DOS) and Department of Education. CIPRIS would assist the INS in tracking students. INS provided the universities involved in the pilot with computer and software equipment. The likely next move is to do it for five countries. NAFSA has decided that it wants to step in by lobbying to alleviate the reporting burden placed on institutions.

   OIES Update:
   Gough reported that foreign students are applying to fall programs during spring so requests to OIES for evaluation of foreign institution credentials have increased with more than 2300 inquiries during January. Gough will attend a March 25 meeting for Public Affairs Officers from the US Embassies in Latin America; this year's Summer Institute and Post-Summer Workshops at the University of Central Florida; and the Post-Institute Workshop on the Evaluation of Foreign Credentials to market services. Next year the Summer Institute will be held in DC, in continuing partnership with the International Office of the College Board. SEM IX: Gough announced that the SEM IX Conference would be held in Orlando during November. There will be a post-SEM workshop titled "The Role of International Students in Developing a Strategic Enrollment Plan."

5. **Annual Meeting Sessions and Workshops:**
   Haid reported on keynote speakers being sought and confirmed. The sessions database will be closed on March 12, 1999. Presenters were sent notices to provide their specific audiovisual equipment needs by March 1. A program insert will be included inside the larger show program, and the pocket program will include the entire

list of sessions without descriptions. A mid-morning business meeting and "Legislative Update" will be held on Wednesday.

6. **Annual Meeting Technology Center:**
Rutberg detailed the costs of the Technology Center and added that Mindspring was sponsoring the internet service and would enclose a disk in each tote bag. Datatel has provided the badge holders.

7. **Annual Meeting Marketing Plan:**
Gloria Rutberg reported that the marketing plan for the meeting was located in the Board book for review.

8. **Annual Meeting Convention Cancellation Insurance:**
Barnett reported that convention cancellation insurance had been renewed, and that a copy of the policy is in the Board book for review.

9. **Annual Meeting Award:**
Fresh explained that Distinguished Service Award recipients were nominated and that Honorary Membership Awards were given to those who have served AACRAO.

1999/4/4. M/S/P: That Distinguished Service Awards be given during the Annual Meeting.
[Smith/Johnson. 9/0]

1999/4/5. M/S/P: That an Honorary Membership award be approved for Margaret Perry.
[Fresh /Johnson. 9/0]

10. **New Orleans Annual Meeting:**
Lonabocker reported that Program Committee had suggested that the promotional brochure list all sessions by title only, primarily to show the breadth of topics to be covered. Haid reviewed a proposal presented to Sullivan for University of Colorado to continue supporting the program data base next year and transition it into the office after the New Orleans meeting.

11. **Annual Meeting 2005 Site Selection:**
Anderson reported that consideration for the 2005 site include St. Louis, Miami, Atlanta, Memphis, Birmingham, Kansas City and Houston. Sites for the future are 2000, New Orleans; 2001, Seattle; 2002, Minneapolis; 2003, Washington, DC; and 2004, Mandalay Bay in Las Vegas.

12. **FERPA Workshops:**
Gloria Rutberg continues to schedule the FERPA workshop dates. The next traveling workshop series is tentatively scheduled for May 18.

13. **Potential workshops:**
Nassirian reported that he was investigating alternatives to provide a workshop on Distance Education.

14. **Publications and Communications:**
Nassirian reported publications staff is monitoring inventory and eliminating titles that should be taken out of print. A "clearance" sale strategy has been deployed to diminish overstocked items. Past editorial production practices will also be refined so that the file for each title will include a camera-ready and disk copy. He added that, eventually, out-of-print titles could be requested through University Microfilm. AACRAO is continuing to resolve the relationship with the fulfillment house to ensure that customer service is consistent and efficient.

Nassirian also mentioned that the AACRAO Office is attempting to improve communications with members. To this end, he told Board that the Office would like to produce printed versions of the *Data Dispenser* on as frequent a basis as financially practical. He also related his interest in cooperating with the editor of *NetNews* and of attempting to provide an increased level of support for both communications tools.

15. **Bylaws:**
Nassirian discussed the most efficient means to disseminate the revised proposed changes to the Constitution and Bylaws, altered in the aftermath of the Leadership Meeting, and the deadline for receiving the revisions.

16. **Negotiated Rulemaking:**
Nassirian provided a brief overview of the negotiations. Home schooling has emerged as a thorny issue, because of conflicting provisions written into the 1998 reauthorization of the Higher Education Act. AACRAO Government Relations has been working with the staff of the House Committee on Education and the Workforce to find a solution. Hill staff has agreed to include a conforming change in the technical amendment bill that is likely to be introduced this year. Another important issue being discussed is the new requirements on voter registration, a mandate that registrars are probably going to have to implement. He mentioned the implementation requirements for institutional reporting on Hope and Lifetime tax credits, reported on anecdotal data on compliance to date, and noted that legislation to repeal the mandate would depend on introduction of a larger tax bill as the vehicle.

17. **Membership Report:**
Satomi Matsumae reported on Membership. The Board went into Executive Session to discuss travel reimbursement issues and potential business relationships.

18. **President's Report:**
Anderson reported on the status of various task forces. It was decided that inactive ones would be disbanded and reconstituted later if such a need arose.

19. **Budget Values and Strategies:**
Schuster presented a revision, with Nassirian's assistance, re-worded to clarify several previously approved statements and adding this preamble:

Active members are AACRAO's strength, and define its essential character. The AACRAO office and organization must encourage and support member participation. The breadth and scope of AACRAO members' interests in higher education are a distinctive feature of AACRAO as an association. The entire AACRAO community benefits from the richness of this diversity. Informing the public, educating the higher education community about our professional concerns, and advocating our interests before policy-makers are important goals for AACRAO. The Board believes that these goals can best be carried out through the following budget values:

1999/4/6. M/S/P: To adopt the revised *AACRAO Board Budget Values and Strategies.*
[Schuster/Smith 9/0]

20. The meeting was suspended at 6:15pm.

March 2, 1999

1. **Annual Meeting Town and Business Meeting Agendas:**
   Haid outlined proposed agendas.

2. **VP Enrollment Management, Admissions and Financial Aid Report:**
   Guerrero provided the Group I report. Guerrero provided a list of the proposed Vice President title changes:

   - Current: Secretary Treasurer
     Proposed: Vice President for Finance

   - Current: Vice President for Enrollment Management, Admissions and Financial Aid
     Proposed: Vice President for Admissions and Enrollment Management

   - Current: Vice President for Registration and Records Management
     Proposed: Vice President for Registration, Records and Information Technology

   - Current: Vice President for Prof. Development, Research and Publications
     Proposed: Vice President for Professional Development and Publications

   - Current: Vice President for Regional Association and Institutional Issues
     Proposed: Vice President for Association and Institutional Issues

   1999/4/7. M/S/P: That the Board adopt the model for realignment of the committee structure as revised by the leadership committee members on 2/28/99 and submit the title changes to the membership for approval.
   [Guerrero/Smith. 9/0]

3. **Committee Database:**
   Fresh noted that Gough was continuing to configure the committee database and would send a committee list to Board members to disseminate to Chairs for verification.

4. **VP for International Education Report:**
Johnson reported that he is scheduled to attend the IIE Open Door Advisory Committee and The Liaison Committee for Foreign Student Admissions meetings. A computer-based TOEFL is in place and has been fairly successful in terms of execution and customer service.

5. **VP for Professional Development, Research and Publications Report:**
Smith discussed recommendations for restructuring the Publications Advisory Board and increasing membership on the editorial committee. Various strategies for reduction of inventory were discussed. The possibility of outsourcing all or some of the AACRAO publication activities may be one that should be investigated. Smith informed the Board that she had instructed AACRAO Publications to report on outsourcing to her and that she would present a detailed set of choices for the Board to review at a future meeting.

6. **Scholarships:**
Smith led a discussion of scholarships at the Annual Meeting and described the amount collected by the Charlotte LAC to date. The Board was asked to determine the minimum number of scholarships at the Annual Meeting.

1999/4/8. M/S/P: To provide a minimum of (4) scholarships in the amount of $1,000 each at the Annual Meeting, with the provision that if $4,000 is not raised, the difference between the raised amount and the $4,000 target amount will be supplemented by the Connor fund.
[Smith/Fresh. 8/0 (Johnson absent)]

7. **VP for Registration and Records Management Report:**
Mead reported that she is seeking members for the Distance Education committee. Group III suggested that the Member Guide and a list of list serves by topic be available on-line. The Group also seeks to provide a Resource Guide to new registrars in which "Best Practices," publications and list serves for participation are recommended. State and regional association resource information should also be included. Mead asked that the Board provide assistance with identifying Inter-Association Representatives for ARMA and AIIM in particular.

1999/4/9. M/S/P: To have Mark MacConahay of Indiana University serve as Inter-Association Representative to CUMREC.
[Mead/Smith. 9/0]

8. **Resource Center:**
Mead reported on the design for the Resource Center, which will meet three service needs: technical, federal compliance issues, and operations (i.e., registration, records, institutional research, etc.). It is desirable that users have the ability to search for a specific topic with ease. A vital "Ask an Expert" feature would include a tracking system to build a set of Frequently-Asked-Questions. Schuster and Mead will work together on reconstituting the Professional Resource Panel to provide the expertise.

(Guerrero departed the meeting.)

9. **Committee Vacancies:**
Johnson suggested that the AACRAO Office publish a list of vacancies so that recommendations can be made and people can volunteer.

(Tom Bilger departed meeting)

10. **VP for Regional Association and Institutional Issues Report:**
Lonabocker reported that the Committee Handbook needs to be updated for April meeting; Nassirian will assign staff to basic editing and forward this to Lonabocker upon completion. Group V suggested that the "one-year off" rule for committee service be reconsidered and also suggested that a wider range of activities be provided on the application form to increase the number of volunteers.

11. **Approval of minutes:**
Schuster asked that the Board approve the minutes from the December 1998, January 1999 and February 1999 meetings. Minor edits were noted.

1999/4/10. M/S/P: To accept the 12-9-98, 1-20-99, 2-3-99 and 2-11-99 minutes, as revised, and allow editorial revision through March 10, 1999.
[Smith/Haid. 8/0 (Guerrero absent)]
Schuster indicated he would e-mail the final *AACRAO Board's Budget Values and Strategies* document and the revised minutes to the Board members.