

Board of Directors Meeting #5

April 17, 1999

Participating:

Paul Anderson, Fred Fresh, Bill Haid, Johnny Johnson, Louise Lonabocker, Valerie Mead, Heather Smith

Absent:

Gene Schuster

Invited Guests:

Board Nominees Tom Bilger and Paul Taylor

AACRAO Office Staff:

Janie Barnett, Dale Gough, Jacque Gourley, Barmak Nassirian, Jerry Sullivan

- President Paul Anderson convened the meeting at 8:40 AM.

1. Annual Meeting Schedule and Responsibilities:

Anderson reminded everyone of their responsibilities during the Annual Meeting. Nassirian mentioned that there would be a reception for Congressman Manzullo (R-IL) and that the State and Regional Chairs and Committee members should be encouraged to attend, particularly those AACRAO members representing IL. Smith announced that Don Stager, former city manager of Charlotte, was the speaker at the Cultural Diversity Luncheon. It was decided that Paul Taylor would represent the Board at the SEM Planning meeting.

2. Sunday, April 18 Program and Committee Meetings:

Haid reviewed the agenda.

3. Meeting Sessions:

Haid reported that 172 sessions were confirmed. *AACRAO University* transcripts can be found at the Registration booth. Haid expressed disappointment in the number of withdrawn and canceled sessions.

4. **Sessions Database:** Haid reported that he would demonstrate to the Program Committee during the Sunday meeting the capabilities of the sessions database. Development of the database continues to allow annual meeting registrants to input the sessions for which they wish to register, to employ a search mechanism for presenters (including demographic and contact information), and to allow committee chairs access to modify data once it has been entered.

5. Approval of February 1999 Board Minutes:

Sullivan reminded the Board that the budget level at which to allocate reserves from the General Operating Fund was discussed during Meeting 4 of 1999, but that no board action was made. It was determined that further analysis was required before a decision could be reached.

1999.5.1- M/S/P: To accept the Board of Director Meeting #4 minutes from February 28 - March 2, 1999 with several minor edits submitted by Paul Anderson.

[Mead/Smith. 8/0]

6. Status of *Action* Items of February Board Meeting:

Anderson led the Board and staff through the *Action* items from Meeting 4, and updates were noted.

7. Business Meeting:

The Board reviewed the voting mechanism for the Business Meeting to be held on April 21, 1999. It was noted that the text of Constitution and Bylaws as printed in the February *Data Dispenser* was revised and the revision is included in the registrant tote bags. The Board determined that a 4/5 approval would be needed for the Constitution and ByLaws because additional information was given to the membership after the 30 day deadline. However, the approval of the budget only requires a majority vote since it was presented in the February *Data Dispenser*.

8. Executive Director Report:

Sullivan reported on the following.

- *Taxpayer Relief Act of 1997 (TRA):*

AACRAO, in conjunction with the American Association of State Colleges and Universities (AASCU) and CDSI/AFSA, cosponsored a series of eight workshops for campus officials. Each workshop began with an explicit statement that neither AACRAO nor AASCU held the view that outsourcing was necessarily the best solution for implementation of TRA. It was also explicitly stated that the joint appearance of two associations with a vendor did not constitute an "endorsement" of CDSI/AFSA. ED Sullivan provided a final update on the net revenues associated with the workshops, and reported that they provided a benefit to members at no cost to attendees.

- *Workshop Development:*

Sullivan stated that it was a priority for AACRAO to initiate workshop activities because of their value to members. To date, LeRoy Rooker of the Department of Education has been confirmed to hold two FERPA workshops to be held May 20 in Dallas, TX at Southern Methodist University and June 16 or 17 at St. Johns Workshop in New York City (or at another location in the NY area). The New York workshop will also provide a government relations update at no charge to members.

- *Accounting System:*

Sullivan stated that the system is in its final formative phase, and will be completed by the end of the Fiscal Year.

- *Reserves:*

Paul Anderson asked Sullivan about the investment account for reserves. Sullivan responded that the reserves were in a low risk account at 4½ per cent with no fees, and added that upon return to DC, he would investigate a higher yield account within

the parameters of the AACRAO investment policy.

9. **New Orleans 2000 Annual Meeting:**

Lonabocker reported that the theme for the Annual Meeting was "Charting the Course for the Millennium," that sessions would be placed in subject tracks and AACRAO University would be based on completion of a track. Johnson asked how complimentary registrations were to be offered, particularly for international representatives and Sullivan hoped that the Board should consider this issue.

10. **New Orleans 2000 Annual Meeting Hotel Contract:**

Sullivan reported that hotel contract(s) had been received from Conferon for 3-4 participating hotels. Anderson stated that more hotel contracts would be required and that alternatives to costly hotels should be identified.

11. **Exploratory Workshops:**

Nassirian reported that the IPEDS Redesign provided a possibility for AACRAO to offer training workshops. The Race Ethnicity Classifications Workshop was in its formative stages, and that the redesign associated with changes in the Higher Education Act was another possibility, through collaboration with Association for Institutional Research (AIR). For the latter category members with technical knowledge and strong presentation skills would be sought and selected for diverse geographic area and ethnicity. **Action:** Nassirian will post the announcement of the opportunity to represent AACRAO as trainers for the IPEDS Race/Ethnicity Classifications workshop in the Conference News.

12. **UAW/Ford Project:**

Nassirian reported that Phase I was complete, and that Phase II would be completed by the end of FY99. He stated that a third phase of the project could take place during FY2000.

13. **Classification of Instructional Programs (CIP):**

Brenda Ashford of AACRAO has had a number of discussions with Department of Education officials in connection with CIP, and reports the project to be likely.

14. **Voter Registration:**

Nassirian reported that institutions in three Southern states (KY, MS and LA) were confronting the 1998 reauthorization act's requirement on voter registration sooner than all other colleges and universities due to early primaries. He noted that Rep. Manzullo would speak to this topic during the Opening Session.

15. **Technology Update:**

Sullivan reported that Mosel had provided an "Integrated Plan for AACRAO Electronic Communications" and Nassirian stated that the information presented was a visionary and future-oriented. The two systems in the process of further development are 1) e-mail broadcasting and 2) database to web page linking which would prove useful for Annual Meeting registration and changes.

16. **OIES Update:**

Gough reported on January - March 1999 International Publication sales, the

Credential Evaluation Service and the number of inquiries to OIES.

17. Resource Center Update:

Valerie Mead reported on the *Ask the Experts* program of the Resource Center. Mead and Schuster invited Resource Panel members to meet at the Annual Meeting and will ask the Panel to develop recruitment strategies and criteria to be utilized for evaluating the expertise of potential members. A Chair needs to be selected for the Resource Panel. Web design for the Resource Center is ongoing and the Panel will provide input on this matter.

18. Publications Update:

Nassirian reported that of 120 AACRAO titles, only 17 titles had camera-ready copy available. In order to create camera-ready copy for a publication, one hard copy original needs to be cannibalized, which is still not ideal because it does not allow for revisions. He reported also that 2500 copies of the AACRAO publication *Certification of Students Under Veterans' Laws* (1995) were printed and customized for the U.S. Navy. Nassirian expressed his concerns about the publication fulfillment process. AACRAO is reviewing the contract, and is examining two new proposals by the fulfillment house. Nassirian reported that publications as a group always appears to be a revenue loser because the expenditures for *College and University* and the *Data Dispenser* are included under publications. There is an investigation underway to determine if *C&U* or other publications could be outsourced. Numerous Country Guides are being reprinted. It was also reported that NetNews played a role in this year's APEX Award.

19. Membership Development:

Barnett provided a chart of membership figures to the Board. **Action:** Barnett will provide a comparative report of new member and cancellation figures for FY98 and FY99 membership. Barnett emphasized that the current focus of membership development was community colleges and international institutions, and added that she has been seeking input from members who represent these contingents. Smith pointed out that marketing to small and two-year institutions is difficult both for the cost of membership and for the lack of funding in their budgets for professional development activities. She added that community colleges are the targets of many associations' marketing efforts, since two-year schools hold 54% of national undergraduate enrollment. Smith inquired as to the number of community colleges and the overall percentage of community colleges that were AACRAO members. Taylor suggested that the dues structure be reconsidered to accommodate community colleges. Smith stressed the importance of AACRAO's presence and work with AACC. Nassirian and Sullivan reported that they had met with a representative of the California Community College system who indicated her willingness in cooperating with AACRAO. Barnett and Sullivan suggested membership marketing strategies and discussed the need to study the impact using Full-Time Equivalent instead of head count enrollment.

20. Task Force 2000:

Smith reported on the progress of Task Force 2000 goals and objectives, and noted that 17 items had been achieved and that many were ongoing or not finite goals (such as increasing membership and cultural diversity within its membership). The Board

determined that Smith would provide a brief report on the progress of TF2000 at the Business Meeting.

21. Town Meeting:

Anderson reported that Gary Smith would be the facilitator and that Sullivan and Schuster would speak to questions regarding the budget as appropriate. He stressed the importance of the Town Meeting for the membership as a forum in which member questions and concerns receive detailed responses.

22. Vice President for Enrollment Management, Admissions, and Financial Aid Report:

Guerrero expressed the approval of her committee chairs for the opportunity to meet in DC for the February Leadership meeting. Guerrero expressed concern that high school counselors do not pay the standard registration fee to attend the Annual Meeting under the assumption that they will attend only those sessions relating to high school admissions; instead, many of these individuals attend other sessions as well. She added that she had sent a copy of the Goals and Objectives to her committee for re-drafting.

23. Vice President for International Education Report:

Johnson reported that his chairs appreciated the opportunity to meet for the February Leadership Conference. Johnson has sent the Goals and Objectives to his committee members via e-mail for re-drafting. He mentioned that it was an honor to have Todd Davies of IEE speak at the International Visitors Luncheon. CIPRIS continues to develop, and its benefit will be the active and updated reporting of international students and their status. Catheryn Cotton and Morrie Berez will facilitate the session "CIPRIS: The New Immigration Regulations and How They Will Impact Official Record Keepers."

24. Vice President for Registration and Records Management Report:

Mead reported that Annual Meeting preparation was complete, including the recruitment of two new members to the Distance Education committee and the re-draft of committee Goals and Objectives.

- *Inter-Association Task Force "Disciplinary Dismissals and Student Transcripts":*
AACRAO has been asked to take part in the Inter-Association Task Force's research study that would result in policy data for recommendations on the issue. Each association participating will contribute \$1,000 to support the survey and collection of data.
- *US Army 1st Recruiting Brigade Educators' Tour:*
Mead represented AACRAO at Fort Jackson and recommends involving the Army in future activities including sessions and other means to highlight the services they offer.
- *"College Admissions and Affirmative Action" Technical Assistance Workshop:*
Mead reported on the workshop sponsored by ACE in collaboration with AACRAO, NACAC and The Department of Education that she attended.

- *Inter-Association Representatives:*

A CUMREC Inter-Association Representative from AACRAO may be sought after their next Board Meeting in May 1999. A request for IAR's for AIIM and ARMA was included in the Data Dispenser.

- *New ACE/AARTS Advisory Committee Representatives:*

Three ACE/AARTS Advisory Committee representatives have been identified. They are Gary Wenzel (Concordia U.), Lora Spaulding (U. of Notre Dame), and Chari Leader (Regents College).

25. Vice President for Professional Development, Research and Publications Report:

Smith reported that Nassirian will meet with the Publications Advisory Board to develop a plan for publications and to resolve problems regarding *College and University*. She reported that Steve Gawkoski remained the editor of *College and University* and added that a closer relationship between the PAB and *C&U* editorial staff was a priority. She announced that nearly \$4,000 had been received for the scholarship fund to date, and that additional contributions would be sought throughout the A.M.

26. Vice President for Regional Association and Institutional Issues Report:

Lonabocker reported that Fresh would be holding the State and Regional Workshops in GA. She announced that the State and Regional Workshop Roundtable would take place on Monday of the Annual Meeting. Lonabocker and Gough have been working on the new committee handbook.

27. New Business:

Anderson reported that Mead would serve as the AACRAO Representative for the Inter-Association Task Force project if the Board approved AACRAO's involvement and the \$1,000 to take part. The Board concluded that further discussion of this should take place at the April 22 Board Meeting.

1999.5.2- M/S/P: To table the request for \$1,000 for AACRAO's involvement in the Inter-Association Task Force project "Disciplinary Dismissals and Student Transcripts" until the April 22 Board Meeting.

[Haid/Guerrero. 7/0/1(Mead)]

28. Conference News Items:

Action: Nassirian will provide three items for the Monday edition of Conference News:

1) IPEDS request for individuals to serve as trainers for the Race/Ethnicity Classifications Workshop 2) Request for IAR's for AIIM and ARMA and 3) National Association of Intercollegiate Athletics announced as an additional IAR.

29. Closing:

Haid distributed a tentative agenda for the April 22 meeting, and Sullivan noted that he would have the potential Conflict of Interest policy language provided to the board members for their review and consideration at the April 22 meeting.

1999.5.3- M/S/P: To adjourn Meeting 5 of 1999 at 4:56 PM.

[Fresh/Guerrero. 8/0]