Board of Directors Meeting #5

April 23, 2004

Board Members in Attendance: Paul Aucoin, Luz Barreras, Thomas Bilger, Betty Huff, Robert Morley, Ange Peterson, Joseph Roof, Eric Staab, Paul Taylor, and Paul Wiley

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

1. **Call to order**
   President Tom Bilger called the meeting to order at 8:32 am (PST).
2. **Annual Meeting debriefing**
   Sullivan reported that the Las Vegas annual meeting produced a record attendance of 3278. (This number is gross and includes member attendees, vendors, and guests.) The number of actual paid participants will be available at a later date. It is expected that revenue produced from the Annual Meeting will be strong. Expenses for the Annual Meeting will not be available until later.

   Sullivan also noted that

   - The Mandalay Bay Hotel was a good choice for the number of participants because it absorbed this large number very nicely. However, there were service problems that were thankfully mitigated by the good work of AACRAO staff and Conferon
   - The program for the meeting was excellent and received strong evaluations.
   - There were several members of the press in attendance .
   - Several sessions produced big attendance and additional chairs were needed
   - One session produced a press release on e-signatures.
   - Publication sales were very positive.
   - The AACRAO Enrollment Services booth did very well with commitments from 5 institutions and at least 20 potential leads.
   - IES was also pleased with the number of contacts made.
   - AACRAO Consulting services will need a boost with marketing

   Vice President Ange Peterson noted:

   - AACRAO should reach out to the tribal colleges.
   - The evaluation process needed assistance.
   - There was one no-show out of all the sessions held

   Vice President Robert Morley noted that

   - The results of the evaluations should be available sooner.
   - Is there a need to redesign the evaluation form?
   - Vendors received good foot traffic.
   - Good comments received regarding the program.
   - Because not all keynote speakers are received well, a plenary list of speakers should be developed that could be used for all conferences. (Suggestions for keynote speakers may be forwarded to Janie Barnett).

- The online Annual Meeting Program (pocket program) thumbnails should be redesigned

Vice President Paul Wiley noted:

- Positive remarks about the meeting space.
- Vendors were pleased with their space

Vice President Betty Huff noted:

- Donations for scholarships were low (6 donations totaling less than $400).
- The first-time attendees reception/program went very well
- The Committee booth was well received but the booth should be more visible and a current list of Committees available. She also suggested having a computer hook-up available at or near the Committee booth so that the Committees area of the AACRAO web site could be accessed.
- The first-time attendees would like to meet earlier in the program and informally as it was difficult to network when sitting at rounds-consider opportunity to mill around.
- Mentor Committee has been well received

Vice President Paul Aucoin noted:

- Caucuses would like to meet sooner or have more than one meeting scheduled.
- Increase the time allowed for some sessions

Vice President Eric Staab noted:

- International day was successful and recommended continuing the international breakfast and luncheon. Good attendance at international sessions.
- Noticed an increase in people volunteering for Committees.
- People attending from foreign countries should be mentioned somewhere in the program or at a plenary session.
- The new international award was well received.
- Continue to develop international relationships that produce content from reciprocal associations such as AUA.
- The introduction of EDGE went well

President Elect Joe Roof noted:

- Unable to visit all vendors because schedule was too tight. Recommended that Board members be assigned to meet with various vendors or assign rows in the Exhibit Hall.
- Consider expanding the time requirement for a few sessions

Past President Paul Taylor noted:

- The Town Meeting was a good and allowed for exchange between the members and the Board.
- The Business Meeting was well placed in the meeting day allowing more people to attend. Breakfast was available and a keynote speaker followed the meeting

Vice President Luz Barreras noted:

- The first-time attendees would like to meet earlier in the program and informally.
- Would also like to see the results of the evaluations of the meeting sooner.
- Reg 101 workshop worked out very well.
- Suggest relocation of the Board/Committee booth

Janie Barnett noted:

- First-time attendee badges worked well and made them feel special and noticed.
- Suggestions for marketing the Annual Meeting should be forwarded to the AACRAO office

President Tom Bilger outlined the procedures for future board meetings and commented on the annual meeting noting that:

- The music provided by the local institution was very good but should be more carefully located so as not to interfere with a session. Recommended using music groups from institutions at the next annual meeting.
- Make sure that program descriptions are clear (however only a few descriptions were vague).
- Received positive reaction from vendors.

3. **Committee Reports**
A great deal of discussion by the Board centered on volunteering for committees and how to keep people engaged and interested in services. It was suggested that a process be developed to follow-up with the individuals who have expressed an interest on the evaluation forms to serve on a committee.

4. **New Business**
International Degree Verification—It was noted that is often very difficult to verify foreign degrees or to receive current information. Further research on this topic may be needed
Vice President Morley expressed interest in researching the feasibility of sponsorship for developing projects associated with the XML schema
Sullivan and Peterson updated the Board on the International Baccalaureate project. They indicated that a group of admissions officers were brought together to discuss the issue and requested comments. The project will impact secondary grades 9-12 and the states. As background, it was noted that the software developed for job location would be used and that IB would contact their students and ask them if they would like to have their name entered on the database with the idea that certain schools could contact them through this virtual clearinghouse. Research on the project will continue .

5. **Adjournment**
Ange Peterson moved and Eric Staab seconded the motion to adjourn the meeting. Motion passed unanimously. The meeting was adjourned at 11:32 am (PST).