Board of Directors Meeting #8

August 20, 2003

Board Members in Attendance via Telephone: Paul F. Taylor, Heather C. Smith, Thomas A. Bilger, Michael D. Allen, Paul Aucoin, Betty Huff, Robert Morley, Ange Peterson, Joseph A. Roof, Eric Staab

Staff Members in Attendance: Diana Cecil, Jerome Sullivan

1. **Call to Order**
   President Paul Taylor called the meeting to order at 3:15 pm (EDT) on August 20, 2003.

2. **Approval of minutes**
   It was moved and seconded to accept the Minutes from the June 14-16, 2003 Board of Directors Meeting and the Minutes from the July 16, 2003 Board of Directors conference call meeting to the consent agenda for approval.

   Aucoin/Peterson. 9/0

3. **President's Report**
   President Taylor reported that concerns and comments expressed by AACRAO members with regard to AACRAO Enrollment Services appear to have decreased since his last response to several concerns. It was agreed that during the November Board of Directors the Administration and Finance Subcommittees should discuss and plan a strategy to explain AACRAO's involvement with the AACRAO Enrollment Services and be prepared to discuss the investment issue in general during the upcoming State and Regional Meeting in December and the Leadership Meeting in February. In addition, the Membership Subcommittee should discuss and prepare a strategy to address the cost issue of AACRAO's attendance at the individual state and regional meetings and prepare budget recommendations or establish a budget policy that may involve presentations by video conference or visiting states on a rotating basis.

4. **Executive Director's Report**
   Membership
   The dues payments received for schools are $148,000 greater than dues received at the same time last year. Corporate partners dues payments are $19,500 over last year or 58 percent ahead of last year's payments and there are six new corporate partners.

   Meetings and Workshops
   The number of corporate exhibitors registered for both the Tech Conference and the SEM Conference are greater than last year at this same time. The Tech Conference has received 48 registrations and 15 exhibitor registrations and the SEM Conference has received 29 registrations and 20 exhibitor registrations.

The Admissions Institute workshops held in August received $9,000 in revenue but not all expenses have been received as yet. The amount budgeted for this workshop was $12,000 for the first year. The first year for the workshops may be breakeven. The Reg 101 registrations have remained steady with good attendance.

Governmental Relations
Sullivan noted that the FCC issued rules that were to be effective August 25, 2003 mandating signed written consent in order to send any fax that contains unsolicited advertisement. AACRAO will continue to monitor the issue and will update the membership through the online Transcript. It was noted that there was enough public concern expressed that the FCC has delayed implementing the rule until 2006 and will take further advice.

Other
Sullivan reported that

- AACRAO will be reviewing e-mail marketing and may restructure and consider other options to communicate to members,

- Michael Allen will meet at AACRAO to discuss redesigning the Aspen institute workshop.

- Requests and the contracts for AACRAO Consulting Services continue to increase.

- Several new publications are in various stages of completion. Foreign Education Credentials is in the final stages and will soon be released, Jim Black has provided a first draft of GenXers Return to College, and there is a publication on academic transfer in American higher education planned.

5. **Financial Update**
Joe Roof reported that AACRAO's July financial statements indicated a significant monthly loss attributed to: the collection of dues cycle; scheduled staff bonuses and other staff changes and expenses; fewer registration fees received during the summer months; service fees are down; and, no significant grant income has been received. Due to the accrual rate for dues collection, a loss had been expected. Overall, AACRAO should break even at the end of the fiscal year. The Dues Task Force will meet and prepare a report for the November Board of Directors meeting.

6. **Vice President's Updates**
Thomas Bilger reported that the Annual Meeting Program Committee has planned 275 sessions for the 2004 Annual Meeting to be held in Las Vegas, NV. One track will be reserved for additional sessions from the AACRAO office.

Michael Allen reported that many discussions would be held before implementing any change in the design or format of the registrar's institute workshop.

Paul Aucoin reported that AACRAO would continue to host the state and regional meeting in December. The results of the survey directed to the state and regional presidents indicated that the meeting was valuable and should be continued on a yearly basis. The meeting has been scheduled for December 5-7, 2003 in Washington, DC.

Betty Huff reported that there are several projects in the strategic planning stages. In addition, with the transition of the Membership Committee, plans for preparing events for new members at the annual meeting will begin.

Robert Morley reported on the Board meeting of Postsecondary Electronic Standards Council (PESC) indicating that PESC is considering a directional change that will involve moving from being a standards clearinghouse to developing a method of certifying standards. Morley also indicated that plans for the Tech conference are coming along well. He also indicated that AACRAO needs to emphasize that the AACRAO support for websites is a service provided to members. And, following a positive discussion, the University of Alabama may continue as an AACRAO member.

Ange Peterson reported that the admissions workshops held in August were successful and financially should break even after expenses are accounted for. Evaluations received from the first meeting helped to improve the second meeting.

Eric Staab reported that an international publication on Brazil is scheduled for release soon and a publication on Taiwan is in process. Staab also mention that he attended a successful meeting regarding a new online resource for international credentials and he will have more information available for the November Board of Directors meeting; Gloria Nathanson has agreed to remain as chair of IPAC for another year; and, he has registered for the EAIE conference in Vienna, Australia.

It was noted that a discussion at the November Board meeting should include how to incorporate an international session at the SEM conference or the admissions institute.

7. **New Business**
   The board discussed whether to continue to hold the international breakfast at the Annual Meeting. The discussion will continue at the November board meeting.

8. **Consent Agenda**
   It was moved and seconded to approve the minutes for the June 14-16, 2003 Board of Directors meeting and the July16, 2003 Board of Directors conference call. The motion passed unanimously.

   M/S/P Aucoin/Peterson 10-0

9. **Adjournment**
   There being no further business, the meeting was adjourned at 4:55 pm (EDT)