Board of Directors Meeting #8

August 21, 2002

Board Members in Attendance via Telephone: HHeather C. Smith, R. Eugene Schuster, Paul F. Taylor, Michael D. Allen, Paul Aucoin, Wilbert Corprew, Robert Morley, Gloria Nathanson, Ange Peterson and Joseph A. Roof

Staff Members in Attendance via Telephone: Janie Barnett, Martha Henebry, Jerry Sullivan

1. **Call to order and approval of agenda**
   President Heather Smith called the meeting to order at 3:00pm EST on August 21, 2002. The agenda was reviewed and approved without objection. *The minutes from the July 13-15, 2002 Board Meeting were reviewed and placed on the consent agenda for approval.*

2. **Executive Director Update**
   Executive Director Sullivan reported that membership and corporate renewals for 2002-2003 are up in comparison to last year. He also reported that the upcoming AACRAO meetings are progressing better than expected with 10 exhibitors already scheduled for participation at the EDI in Education Conference in October. Registration for the SEM meeting is well ahead of schedule with 111 already registered. If the pace of registration for SEM continues, this year's SEM could be the largest ever. He also reported that the three Reg101 meetings held so far have been very successful and the registration for the two fall workshops is also positive. The AACRAO office is researching sites for Reg101 seminars next year.

   He also updated the Board on other office activities, including outsourcing the AACRAO's accounts receivable area to BDO. Executive Director Sullivan suggested that AACRAO conduct another survey to assess member needs so that AACRAO can better articulate what the value equation to aid in the development of an integrated marketing plan.

3. **Awards Discussion**
   Past President Schuster initiated a discussion on how AACRAO can improve publicity for its awards. He questioned whether or not it was a good idea to keep the awards a secret prior to the Annual Meeting. The Board agreed that more thought should be given to how AACRAO could make the awards more public, by using press releases or marketing tools.

4. **Annual Report**
   Executive Director Sullivan notified the Board that AACRAO would be publishing an Annual Report. There was some discussion about making the Member Guide electronically and printing the Annual Report. The hardcopy Member Guide is a useful resource for our members, so we will continue to print the Guide.

5. **Taskforce Updates**
   President Smith and VPs Allen and Peterson updated the Board on their specific Taskforces.

   Public Policy Taskforce
   President Smith reported that the Public Policy Taskforce would be meeting at the AACRAO office the first weekend in October. The goal of the meeting is the development of a Public Policy statement, which will be presented at the Leadership Meeting in February.

   Transfer Taskforce
   President Smith reported that the initial appointments to the Transfer Taskforce have been made. The committee members were asked to submit in writing their ideas on transfer policies and practices across the country prior to the meeting.

   Academic Record and Transcript Guide Taskforce
   VP Allen informed that the Taskforce met in DC in June and that each member of the taskforce was assigned writing assignments. So far, only two of the committee members have completed their written assignments. Chair Pat Miller and AACRAO staff member Barbara Lauren will complete the rest of the sections if they have not been received from other Taskforce members. The first draft of the Guide is expected to be completed at the end of September.

   Admissions Taskforce
   VP Peterson reported the Admission Taskforce is progressing and expects to have the work for Phase I of the project done by the State and Regional Meeting in December.

6. **Online Management Dynamics Course**
   VP Corprew told the Board about an online course that AACRAO member Don Bunis has developed on Management Dynamics. Mr. Bunis would like to offer the course for AACRAO. VP Corprew agreed to speak with Mr. Bunis and Executive Director Sullivan agreed to meet with him. This will be an agenda item at the October meeting.

7. **Vice President Position Change**
   VP Corprew will send around a brief description of the new VP Position for the Board to review. President Smith stressed that this should be done as quickly as possible because the N&E Committee needs to be informed of the change.

8. **Honorary Membership**
   VP Corprew introduced a draft Board Resolution on Honorary Membership. The Membership Sub-Committee will review the resolution and bring it forth at the October Board meeting.

9. **Audit Sub-Committee**
   VP Roof reported that only one nomination for the member-at-large of the Audit Committee had been received. The current deadline is August 30, 2002, but the Board agreed that a reminder e-mail blast will be sent and the deadline will be

extended to September 15, 2002.
VP Roof updated the Board on the financial situation as of July 31, 2002. The Board also briefly discussed the description of "Outside Consulting" in the financial reports and asked if the office could re-describe it as "General & Administrative."

10. **New Business**

Transition Meeting
President Smith reported that the Transition Meeting will be held in February during the Leadership Meeting rather than in December.

October Board Meeting
President Smith informed the Board that there will be a guest speaker at the October board meeting to talk about Trends in Higher Education. This will take place on the Friday morning of the board meeting.

Taskforces
Past President Schuster begin a discussion on how the Board could better consider and review the work of the taskforces. One issue that should be considered is what legitimizes the recommendations of a specific taskforce? Additional thought needs to be given to guidelines and expectations of taskforces. The Board agreed that the Administrative Sub-Committee should review and report back at the October board meeting.

State and Regional Meeting
VP Aucoin and Associate Executive Director Barnett informed that they will send a draft agenda for December State & Regional meeting to the Board for review.

11. **Consent Agenda**

To approve the minutes from the July 13-15, 2002 Board meeting in Montreal.

MSP 9/0/0 [Taylor/Aucoin]

12. **Adjournment**
The meeting was adjourned without objection at 4:30 pm.