

**American Association of Collegiate Registrars and Admissions Officers
Minutes of the Meeting of the Board of Directors**

April 3, 2020
Virtual Meeting

Board Members in Attendance: Tim Amyx, Tammy Aagard, Stanley DeMerritt, Tina Falkner, Luisa Havens Gerardo, Rhonda Kitch, Jack Miner, Jennifer Minke, Mark McConahay, Jerry Montag, Tiffany Robinson, Kristi Wold-McCormick

Incoming Elected Board Members in Attendance: Rock McCaskill, Cassandra Moore, Rob Shomaker Sherry Wells

Staff Members in Attendance: Tina DeNeen, Tom Green, Tiffany Hsu, Mike Reilly

Call to Order

President Havens Gerardo called the meeting to order at 1:31 P.M. Eastern Daylight Time on April 3, 2020.

Approval of Agenda

MOTION 2020.04.01 – It was duly moved and seconded to approve the agenda. APPROVED

Approval of Minutes

MOTION 2020.04.02– It was duly moved and seconded to approve the meeting minutes of the Board of Directors from the February 19, 2020 as presented and the March 18, 2020 with amendment indicating Jennifer Minke as in attendance. APPROVED

Discussion List

Virtual Business Session

President Havens Gerardo confirmed that the Business Session will occur as a virtual meeting on April 7, 2020. During that meeting, the budget and dues increase will be presented to the voting membership. The Board consulted with Parliamentarian Scott Dittman and it was determined that the Board would need to present a motion for the suspension of the rules from the current bylaws in order to hold the vote virtually. The Business Session will continue with an online vote unless there is an objection from the voting membership. If there is an objection, AACRAO will skip the portion associated with the budget and continue to operate on the 2019-2020 approved budget.

Vice President at Large Amyx suggested the process of implementing a Point of Order for any objections to the budget and dues increase. President Havens Gerardo wanted to ask the Board as to whether or not it would necessary to state the exact rule that is being suspended. Executive Director Reilly suggested that AACRAO present an explanation during the Business Session that the rule was being suspended to allow for online voting due to the cancellation of the Annual Meeting and the inability to vote in person. Instead, the voting membership would participate in online voting. Past President Falkner reiterated the need to give specific directions on how to

cast a vote during the virtual Business Session. President Havens Gerardo will be presented with motion to do this from Parliamentarian Scott Dittman.

Past President Falkner will run through the N&E portion of the slides quickly to allow enough time for the Open Forum portion of the Business Session highlighting only incoming board members and newly elected committee members. A complete slide deck will be made available to all Business Session participants for download.

The Board proceeded to review the rest of the slide deck. AACRAO staff Hsu took notes as to which slides needed to be amended and edited. As a follow up, AACRAO Staff Hsu will contact the AACRAO Communications team for a detailed communications plan for the Business Session and follow up with the Board.

President-Elect Miner will answer or re-direct questions during the Open Forum portion of the Business Session. Vice President at Large Kitch raised the question as to whether or not the Business Session will be captioned. Executive Director Reilly explained that AACRAO does not have the technology to allow for captioning on virtual sessions, however, that is something AACRAO will be working on for future virtual sessions. Specifically for the Business Session, the questions will be typed up in the chat and the responses will be noted on the chat as well. President Gerardo Haven's remarks, Executive Director Reilly's remarks, and President-Elect Miner's remarks will be made available in a handout for participants of the Business Session.

Virtual Tracks for Annual Meeting and the Technology and Transfer Conference

Executive Director Reilly started with an update on the progress of a virtual track for the 2020 Annual Meeting. Due to time constraints and AACRAO being new to virtual conferences, the 2020 Annual Meeting will not have a virtual track but rather virtual sessions. The sessions are selected and grouped according to themes based off of session proposals submitted for the 2020 Annual Meeting. Each selected session will then be converted into a one hour webinar that is offered free of charge to members.

The 2020 Technology and Transfer Conference has been cancelled and will AACRAO will provide one hour webinars based off session proposals. The content will be made available to members free of charge. Executive Director Reilly explained that the Technology and Transfer Conference is not a very profitable meeting, so there are beginning discussion to split the content for this meeting up into different pieces to be combined with other meetings. The transfer component of the conference can be merged with the AACRAO Strategic Enrollment Management Conference and the technology component can become a part of the 2020 Annual Meeting. This will eliminate the future need to host a Technology and Transfer Conference each year.

Associate Executive Director DeNeen explained that many associations are moving quickly with converting their in-person meetings to virtual meetings. Without the proper planning, these meetings can be non-effective as they are not engaging. Virtual Meetings can also take away from the benefits of in-person meetings. When the time comes for AACRAO to roll out virtual meeting tracks, AACRAO wants to do so in a way that is effective, whether that be hybrid meetings, virtual, or in-person. There is an internal workgroup that is currently working on a

virtual component for the 2021 Annual Meeting. Associate Executive Director DeNeen will update the Board on the status of that workgroup once significant progress has been made.

Support for Institutions After COVID-19

Vice President Aagard proposed the question of how AACRAO plans to support members and institutions after the passing of COVID-19 when campuses will have to take a huge financial hit and experience travel and spending moratoriums that extend beyond the summer.

Executive Reilly expressed that during the recession in 2008, the impacts on AACRAO membership were minimal, with about an 8% decline in membership. Several associations are modeling an estimated 15% decline in membership and AACRAO will follow the same. Past President Falkner encourages the Board to look strategically at how money expenditures in the upcoming months, and look for ways to participate and engage without minimal travel expenses. AACRAO is looking for ways to fast track modular professional development opportunities for members.

Executive Director Reilly also suggested that perhaps AACRAO can look more closely at virtual meeting options in the near future as they may be better revenue generators with volunteer based presenters and no travel expenses. Deputy Director Gottlieb indicated that AACRAO is looking at membership campaigns moving forward and making sure that the messaging is centered around the value of AACRAO membership and what AACRAO is doing to help institutions during this pandemic.

Strategic Planning

President Havens Gerardo addressed the question of opportunities for state and regional leadership to create virtual opportunity for conducting strategic planning. Vice President at Large Amyx, Associate Executive Director Green, and Deputy Director Gottlieb will meet at end of next week to start brainstorming options for the environmental scans for the leadership group. They will then circle back to the strategic planning committee for feedback. It is questionable on whether or not a plan will be ready for September's Board Meeting. Vice President at Large Amyx hopes to have something ready by the next meeting to present to the Board. Vice President Wold-McCormick expressed that the current Coffee Breaks with AACRAO provide some insight on strategic planning associated with topics such as Admissions and Records, however, due to the uncertainty surrounding events related to COVID-19, there may need to be additional coffee break topics in the future.

Executive Director Reilly expressed concern that during a recent convening call with several higher education (College Board, ACT, Common App, ACE) and some K-12 (High School Counselors Association) associations, there was a common themed topic of discussion which was that some students may be affected with ongoing messaging about school closures in the fall due to COVID-19. This type of messaging is especially concerning for first time students and freshmen students. Some schools are moving to online classes, however, the messaging is still unclear for freshmen students.

Past President Falkner addressed the concerns surrounding international students who may not be able to receive credentials to come study in the United States. Vice President Minke expressed

that the international population at her institution is small. As a DSO, Vice President Minke is still issuing admissions decisions for Fall, but has yet to issue I-20's. AACRAO's Coffee Break, led by Deputy Director Gottlieb and a small internal working group, is in the process of planning some new programming which will include topics about how to assist international students due to the uncertainty surrounding COVID-19. President Havens Gerardo addressed that Virginia Tech is identifying up to a full year of online classes for international students. There is an overarching concern that students may be awarded a full year of credits, but that they will not be able to complete a full degree online because Virginia Tech is not set up to do so. Deputy Director Gottlieb and AACRAO staff, Wendy Kilgore are keeping track of Coffee Break Topics and any suggestions from the Board for future Coffee Break topics should be directed to them.

Cancellation of the 2020 Leadership Meeting

Executive Director Reilly will work with the AACRAO Communications Team to send out a cancellation notice announcing the cancellation of the 2020 Leadership Meeting. AACRAO will notify the membership that the Board is working on opportunities for member engagement on activities that usually take place at the meeting and will communicate a schedule and plan of action for those activities in the next few weeks. With the cancellation of Hill Day, Executive Director Reilly will work with the Government Relations department at AACRAO to put out information to members about how they can connect with people representing their area.

Executive Director Search

The Board will work on a list of action items for the new Executive Director search. President-Elect Miner and Vice President at Large Kitch initially planned to engage membership for their thoughts and ideas at the 2020 Annual Meeting Stop and Share sessions. With the cancellation of the meeting, President-Elect Miner and Vice President at Large Kitch will work together to determine how to involve members and leaders with the new search. Vice President DeMerritt suggested to involve members on this topic in an AACRAO Coffee Break. Deputy Director Gottlieb has asked the Member Engagement Committee to prioritize coffee break topics. The committee is meeting next week to discuss and slot sessions based on priority. Vice President at Large Amyx encouraged the Board to send suggestions to Deputy Director Gottlieb in order to slot the topic for a coffee break slot.

External Board Member Rob Shomaker will be introduced during the 2020 Business Session and President Havens Gerardo will include this announcement in her remarks. The Board will be working with External Board Member Shomaker for his suggestions and guidance as AACRAO searches for a new Executive Director.

Committee Reports

Finance, Investments and Audits

Vice President DeMerritt brought to attention the document titled *FIA-InvestmentPortfolioPolicyEdit-3-30-2020*, and how the committee approved a slight change in policy as recommended by SPG Fiduciary Partners. The change request comes based off of what has happened in the markets the past couple of weeks. The suggestion enables them the ability to change the percentage based off of changes in the market. It was also noted that the change

was recommended by several companies during the RFP process this past year. This comes forward as a motion from the committee.

MOTION 2020.04.03– It was duly moved to approve the slight change in the *FIA-InvestmentPortfolioPolicyEdit-3-30-2020*. APPROVED

According to *FIA-InvestmentPortfolio-RaymondJames-3-2020*, as of March 31, 2020, AACRAO started out high and lost one million dollars at the end of the month.

AACRAO received three applications for the Member at Large position and the unanimous Member at Large recommendation is to bring in John Meldrum from Oakland University. Meldrum has been involved in Michigan ACRAO and has experience in other budgetary positions. Vice President DeMerritt will notify John Meldrum that he was chosen. The Communications Team will reach out to those that were not selected.

Strategic Planning

Associate Executive Director Green and Deputy Director Gottlieb met with Vice President at Large Amyx and made a recommendation to Vice President Amyx to involve AACRAO Consulting in the process of strategic planning. Stan Henderson was chosen as one of the candidates. This was approved by Past President Falkner, President Havens Gerardo and President-Elect Miner. Associate Executive Director Green will reach out to Stan Henderson to confirm his acceptance to participate.

Officer Reports

Vice President for Records and Academic Services

Vice President World-McCormick provided an update on the Campus Closers and Mergers Workgroup. The workgroup is fully functioning with a full slate of members including Sarah Harris of the University of Iowa as Chair, and Beth Amundson of George Washington University as Co-Chair. The group is working on an outline on various topics related to closers and mergers and a list of people to contact which will eventually be turned into a report.

Vice President at Large

Vice President at Large Amyx announced that the call for the Mentoring Group did not go out prior to COVID-19 pandemic. The mentoring workgroup co-chairs have asked to put a pause on the call while everyone adjusts to the effects of the pandemic. Vice President Amyx asked for a new timeline from the group, but may not get one until June/July when schools will have more direction on how to proceed.

Vice President for Leadership and Management Development

Michelle Kelley (chair of the State and Regional Program Committee) would like some guidance as she hosts a meeting with the new State and Regional committee members next week about what the programing for Annual Meeting should look like for next year. Kelley would like to know if she should start coming up with new topics for discussion or continue with the topics that were brought up this year.

The State and Regional Handbook was initially planned to roll out at the 2020 Annual Meeting. Deputy Director Gottlieb will update the Board with the new handbook roll out date.

Michelle Kelly and Brenda Selman would like to do a comprehensive State and Regional survey on the individual members. Deputy Director Gottlieb wanted clarification on whether or not they would like to use the AACRAO survey tool. Vice President Montag will ask Kelley to contact Deputy Director Gottlieb directly to schedule a timeslot for the survey.

Executive Director Reilly provided an update that state and regionals associations with meetings in June/July will most likely not host the meeting due to impacts of the COVID-19 pandemic. There has been a decline in membership renewals as a result of the pandemic and therefore, a potential decrease in meeting registration. Executive Director Reilly has not heard any updates from state and regionals since the COVID-19 Implications for State and Regional Associations webinar on March 17, 2020.

Vice President for International Education

Summer Institute has been rescheduled to August 31 – September 4, 2020. AACRAO is still working with the hotel to finalize the contract with the new meeting dates and will update the membership once that has been finalized.

Vice President for Admissions and Enrollment Management

Vice President Aagard has announced that the Admissions and Career Path Workgroup has been transferred to incoming Vice President for Admissions and Enrollment Management Sherry Waldon-Wells. Vice President Aagard will continue to be involved with the group as long as she is needed to help with the transition.

Vice President for Information Technology

Vice President McConahay has submitted a proposal to the National Science Foundation through Credential Engine for two of the initiatives, with the first being the Learner Attribute Matching Index and two being the SPEEDE Conversion Utility. Associate Executive Director Green's name is also on the proposal. With Vice President McConahay transitioning off the Board, he will ensure that any information that needs to be communicated to the Board goes through Associate Executive Director Green.

The IMS Global CLR Standard Review Group needs to meet again and work out the second part of guidance associated with the standard. This task has been passed on to Associate Executive Director Green and incoming Vice President for Information Technology Rock McCaskill for continuation.

The National Student Clearinghouse has agreed to internally fund to some extent beginning work on the SPEEDE Conversion Utility. This will be done in phases starting with a conversion between EDI, XML and the Text-based standard/Flat file standard. Institutions that do not currently have the means to come up with an EDI or XML standard, will now have to come up with a CSB file.

Vice President McConahay's last official duty as an AACRAO Board Member was to meet with the group from Internet II to discuss viability and alignment of LAMI with their Identity Management services and how ORCHID, Internet II and idea of LAMI can play in the same space. Vice President McConahay will continue to maintain the connection with this ongoing conversation but the information and updates will get to the Board through Executive Director Reilly and incoming Vice President for Information Technology McCaskill.

Executive Director Reilly announced that there has been involved in some conversations around PESC's financial viability. PESC is cancelling their meetings due to COVID-19 and an emergency board meeting is scheduled a week from Thursday to see where they are.

Vice President McConahay will remain on the Department of Education Working Group on Block Chain and will continue working with the group despite rolling off the AACRAO Board of Directors.

Staff Reports

AACRAO is progressing with gathering the documentation needed for the insurance claim associated with the cancellation of the 2020 Annual Meeting in New Orleans. The meetings team is working with the host hotel (the Hilton) and the New Orleans Convention Center to move the meeting to 2026 without financial penalty. AACRAO has also heard back from all hotel partners in New Orleans that contracts have been cancelled without penalty. The process has begun to develop some virtual content tracks from the meeting submissions to share with the membership.

AACRAO will cancel the Technology and Transfer Conference scheduled for Boston in July. Communication to the membership about the cancellation is in progress and will happen within the next few weeks. AACRAO will develop free virtual content for the membership in a format similar to what is being done for Annual Meeting content. AACRAO has notified the hotel in Boston and is awaiting their reply. Registration had not opened for the Technology and Transfer Conference and therefore, refunds for meeting registration do not need to be made. AACRAO also has started the discussion about potentially moving all future Technology and Transfer Conference content to a virtual format. Executive Director Reilly will update the Board as more progress is made on that discussion.

Executive Director Reilly confirmed the cancellation of the June Leadership Meeting noting that the meeting contract was cancelled with no penalty. In the next few weeks, AACRAO will reach out to members with communication about the cancellation of the meeting. AACRAO will determine a plan in the next few weeks on figure how to take care of items such as session slotting and committee meetings that are normally done in person.

AACRAO has implemented strict spending controls to limit spending to only essential activities. A one million dollar line of credit already exists with Truist and will be used to refund registration fees from the Annual Meeting (around \$950,000 in damages thus far). Cash monitoring will be AACRAO's top priority for the next few months. AACRAO will also continue to monitor membership renewal closely once it begins in May. If there is a reduction in

renewals, AACRAO will need to consider more severe fiscal measures. Other colleague associations are in a similar situation where budgets have become invalid and cash monitoring is the priority.

All AACRAO staff will continue to telework, at least through April 30 (although the state of Virginia issued a shelter-in-place decree until June 10). So far, things have gone fairly smoothly but some essential personnel will need to make coordinated visits to the office to conduct some business. AACRAO is in the process of implementing Concur, which should help with managing a number of financial processes and make them more efficient.

There has been a heavy focus on issuing guidance and advice for AACRAO members on a wide range of practice issues related to the COVID-19 outbreak. AACRAO has taken the lead in providing some coordination among sister associations and organizations (NACAC, ACE, ACT, College Board, Common App, NASFAA, High School Counselor association) to insure that the messages are consistent. The AACRAO practices resource page will go live on April 3, 2020. AACRAO will also continue to host the Coffee Break series on specific topics on a regular basis in the upcoming weeks.

AACRAO's work with ACE on the task force on student transfer chaired by Tim White (CSU System Chancellor) and Anne Holton (Interim President of George Mason University) is continuing. ACE has contracted with AACRAO for several surveys on the topic, but some modifications do need to be made to the student surveys in order to capture student perceptions on the impacts of COVID-19.

Adjournment

MOTION 2020.04.04– It was duly moved and seconded to adjourn the meeting of the Board of Directors. APPROVED

The Board meeting ended at 4:29 PM Eastern Daylight Time.

Attachments

Agenda

February 19, 2020 Meeting Minutes

March 18, 2020 Meeting Minutes

FIA-InvestmentPortfolioPolicyEdit-3-30-2020

FIA-InvestmentPortfolio-RaymondJames-3-2020