

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

November 19, 2021

Virtual Meeting

Board Members in Attendance: Tim Amyx, Stan DeMerritt, Karee Head, Philip Hunt, Rhonda Kitch, Rock McCaskill, Jack Miner, Cassandra Moore, Tiffani Robertson, Tiffany Robinson, Rob Shomaker, Sherry Waldon-Wells, Kristi Wold-McCormick

Staff Members in Attendance: Tina DeNeen, Melanie Gottlieb, Tom Green, Martha Henebry, Tiffany Hsu, Greg Osburn

Call to Order

President Robinson called the meeting to order at 2:31 PM EST on November 19, 2021.

Approval of Agenda

MOTION 2021.11.01 – It was duly moved and seconded to approve the agenda. APPROVED

Approval of Minutes

MOTION 2021.11.02 – It was duly moved and seconded to approve the meeting minutes of the Board of Directors from the October 20, 2021 meeting. APPROVED

MOTION 2021.11.03 – It was duly moved and seconded to approve the executive session minutes of the Board of Directors from the October 20, 2021 meeting. APPROVED

Officer Reports

President

President Robinson thanked everyone for their hard work with the 2021 Strategic Enrollment Management conference, noting that there were over 500 participants.

Vice President for Finance

Vice President DeMerritt noted that he has begun looking at how other associations have structured their membership fee. Work is in conjunction with the Finance, Investments, and Audit committee and the Governance committee.

Vice President for Access and Equity

Vice President Moore noted that November is Native American Heritage month and one of the goals that President Robinson and Associate Executive Director DeNeen has for the Native

American Caucus is to increase participation. Associate Executive Director DeNeen has invited Traci Sorell as a plenary speaker and hopes that this will create some interest in joining the caucus.

Vice President for Records and Academic Services

Vice President Wold-McCormick noted that two items came up during the PACRAO Conference, one of which she has emailed AACRAO Staff Gil about regarding the reporting of sex fields. Interim Executive Director Gottlieb noted that AACRAO staff Gil is looking for opportunities to bring this up.

The second item was voiced frustration from PACRAO attendees in regards to Kuwaiti requests for verification. Vice President Wold-McCormick wanted to know if AACRAO was willing to provide guidance for those countries. Interim Executive Director Gottlieb noted that AACRAO can reach out to the embassies to try and get some help. Vice President Head noted that NAFSA is putting together a work group and she will reach out to NAFSA to see if she can find out some additional information.

Vice President Wold-McCormick also gave a brief update on the Alternative Credentials Work Group noting that they have an outline of the report which identifies the key things the membership may want to know about. The report is expected to finalize after Annual Meeting.

Committee Reports

Finance, Investments and Audit Committee

Vice President DeMerritt reviewed the 4th quarter financial statement and noted that AACRAO's total operating revenue exceeded expenses by \$623,000. Year to date, the operating activities had a net gain of \$814,000. The investment portfolio had a loss of \$124,000 for the 4th quarter and year to date, the portfolio had a net gain of \$1.6 million dollars. As of Wednesday, November 10 at 1:30 PM EST, the investment portfolio was sitting at \$11,888,000 dollars. The PPP Loan is no longer listed on the 4th quarter financials as it was paid off in the 3rd quarter. The line of credit was also paid off in 3rd quarter which is why it is no longer listed in the 4th quarter statement. On the Statement of Activities, the Lumina Grant is sitting on its own budget and not part of the year to date numbers. The Sponsorship revenue is also right on target.

MOTION 2021.11.04. It was duly moved and seconded to approve and accept the Quarter 4 Financial Statement. APPROVED

Vice President DeMerritt noted that Consultant Gil Brown did a thorough analysis of where AACRAO is in terms of accounting services after meeting with the Board and office staff to discuss the current services provided. Consultant Brown recommends that AACRAO stay with Jones, Maresca & McQuade, P.A. as it will not be beneficial to hire someone to do accounting

services internally. Consultant Brown also provided a sample of what a job announcement would look like and a sample RFP should AACRAO decide to hire someone to do in-house accounting services. He is also willing to assist with the RFP as an inclusion with the consulting fee. AACRAO will invite Jones, Maresca & McQuade, P.A. to bid on the new RFP and the process can start as soon as AACRAO has an approved RFP.

The Human Resources function will be a separate bid so that AACRAO can find a firm to handle the Human Resource pieces. This is an RFP that will take longer to develop. Interim Executive Director Gottlieb will have a conversation with the Executive and Management Team before an RFP is created.

Staff Reports

AACRAO Staff Henebry provided an overview of the current membership structure noting that membership was comprised of several categories including: institutional, affiliate, organizational, corporate, and individual. It was noted that AACRAO also has a handful of reciprocal membership where we exchange memberships with other associations. 95% of the membership makes up the institutional membership category. The membership year runs from July 1 through June 30.

AACRAO Staff Osburn explained the complexities and challenges with institutional size code changes. There is a need to change enrollment codes each year because 20% of institutions may drop or go up a size code. This creates a lot of work for the IT and Membership Department as they work together to prepare for membership renewal each year. In addition, AACRAO staff Osburn doesn't think the pricing structure is transparent to members. Vice President Wold-McCormick wanted to know the number of empty roster slots that are not being utilized. AACRAO staff Henebry will do some research to see what that number is.

Associate Executive Director Green gave an update on the new cohort of ASCEND learners, noting that there are nine learners in total. Four of the nine learners come from community colleges, five are from the Records and Registrar areas in their office, two are from Admissions and two from academic areas. All learners made it to Miami for the 2021 AACRAO Strategic Enrollment Conference. All learners have received their first set of reading materials and will engage in panels and self-paced learning courses. Starting in January, the pace of learning will pick up. This new cohort will present their capstone project at the 2022 Strategic Enrollment Management Conference in Toronto. Interim Executive Director Gottlieb noted that all participants have been really engaged and are excited to be a part of the ASCEND program.

Interim Executive Director Gottlieb directed the Board's attention to Dropbox for additional details about her November Executive Director report.

Old Business

President Robinson noted that there was no old business to discuss.

New Business

Vice President Wold-McCormick noted that after the PACRAO meeting, she would like to start brainstorming about the future of State and Regional conferences and what is AACRAO's relationship with State and Regional Associations. Interim Executive Director Gottlieb suggested this as a leadership meeting topic.

Executive Session

MOTION 2021.11.05 – It was duly moved and seconded to enter Executive Session.

APPROVED

The Executive Session began at 4:16 PM EST.

MOTION 2021.11.06 – It was duly moved and seconded to adjourn the Executive Session and the Board meeting. APPROVED.

The Executive Session and the Board meeting was adjourned at 4:35 PM EST.

Attachments

Agenda

October 20, 2021 Meeting Minutes

ED Report – Nov 2021.docx

FI&AACRAO Q3 2021 Performance Report 9.30.2021.pdf

FI&A-FinancialServicesReviewRecommendation.pdf

FI&A-PortfolioReport-2021-Q3.pdf

FI&A-PortfolioStmt-10-2021.pdf