

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

February 17-19, 2022

In-Person Meeting, Washington DC

Motions from Executive Session – February 15, 2022:

MOTION 2022.02.01: It was duly moved and seconded to appoint Interim Executive Director Melanie Gottlieb as the Executive Director. APPROVED

MOTION 2022.02.02: It was duly moved and seconded to adjourn the Executive Session. APPROVED.

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

Incoming Board Members in Attendance: Jackie Carter, Ari Kaufman, Connie Newsome, Julia Pomerenk,

Staff Members in Attendance: Anita Nuñez Cepollaro, Tina DeNeen, Julia Funaki, Quintina Barnett Gallion, William Gill, Melanie Gottlieb, Martha Henebry, Tiffany Hsu, Wendy Kilgore, Michelle Mott, Greg Osburn, Michele Sandlin, Michael Sisson, Annetta Stroud

Discussion List

New Board Member Orientation

The Incoming Board Members were introduced to the various departments within AACRAO. Each department gave a brief presentation on how the department works to support the goals and strategies of the new Strategic Plan. A copy of the staff presentation can be found in Dropbox.

Board committees met on Thursday, February 17, 2022 from 1:00-4:45 PM EST.

The Board was dismissed for the day at 4:45 PM EST.

The Board resumed information and discussion session on Friday, February 18, 2022 at 9:12 AM EST.

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

Incoming Board Members in Attendance: Jackie Carter, Ari Kaufman, Connie Newsome, Julia Pomerenk

Staff Members in Attendance: Tina DeNeen, Melanie Gottlieb, Tiffany Hsu,

Guests in attendance: Adrienne Bricker, Paul Grambsch, Jennifer Love, Adam Proger,

Discussion List

Raymond James Presentation

Adam Proger and Paul Grambsch joined the meeting to discuss what is happening with the AACRAO portfolio. Currently, the biggest shift in the portfolio is the reduction in bond exposure. Grambsch noted that a wage price spiral inflation is something that may be coming up in the next couple of months. Also, as the economy starts to pick back up after the immediate effects of COVID, international stocks are starting to pick up. There is also great growth in internet focused stocks as a result of the pandemic.

Strategic Planning Discussion

Vice President Amyx followed up on the Mary Byers presentation, noting that the Board should not tweak the new Strategic Plan unless there is a very specific change. AACRAO staff and the membership are responsible for the strategies and tactics while the Board is responsible for holding the AACRAO office accountable on reaching those goals. The current Strategic Plan is set to wrap up in 2026 so the Board will need to start drafting up a new plan in 2025. Vice President Amyx then pointed the Board's attention to *Board Strategic Planning Topics.docx*.

Some issues that need to be addressed are:

1. The Board should have a conversation on competition as a challenge.
2. The Board should apply the Growth-> Decline -> Death/Rebirth model to AACRAOs efforts.
3. The Board should look into the future to identify challenges
4. The Board should allocate resources to build the skillset the staff needs.
5. The Board should develop a few guiding principles for its own actions.
6. The Board and Staff need to align on where innovation is needed.
7. The Board should have a conversation about its tolerance for risk.

Vice President Amyx would like the Board to adopt these topics during tomorrow's meeting, after the Board has had a chance to review and add their comments. Vice President Hunt will take over the Strategic Planning committee when Vice President Amyx rolls off the Board in April 2022.

Mentoring Work Group Presentation

Jennifer Love and Adrienne Bricker, co-chairs of the Mentoring Work Group, joined the meeting to talk about the purpose of the work group and the timeline for finalizing their report and findings. Their findings and recommendations will be presented at the 2022 AACRAO Annual Meeting in Portland.

Call to Order:

President Robinson called the meeting to order at 1:00 PM EST on February 18, 2022

Approval of Agenda

MOTION 2022.02.03 – It was duly moved and seconded to approve the agenda. APPROVED

Approval of Minutes

MOTION 2022.02.04– It was duly moved and seconded to approve the meeting minutes of the Board of Directors from the January 19, 2022 Meeting as presented. APPROVED

MOTION 2022.02.05 – It was duly moved and seconded to approve the executive session minutes of the Board of Directors from the January 19, 2022 Meeting. APPROVED

MOTION 2022.02.06 – It was duly moved and seconded to approve the special executive session minutes of the Board of Directors from the January 28, 2022 Meeting. APPROVED

Standing Committee Reports

Finance, Investments and Audit Committee

Vice President DeMerritt presented the following topics:

Form 990 - Vice President DeMerritt went over the draft of the Form 990 with the Board and let the Board know that it will be filed shortly.

Budget Dues Memo - Vice President DeMerritt reviewed the budget dues notice to the AACRAO membership with the Board calling attention to the \$18 dues increase.

Q1 FY 2022 Financial Statements - Vice President DeMerritt went over the first quarter financial statement noting that net assets have increased compared to last year. This is due to an increase in accounts receivables and grants receivables. AACRAO did not meet the room block for the 2021 Strategic Enrollment Management Conference and therefore some money was lost. There is also a slight increase in the Conner Fund, and that is attributed to the change in credit card companies from American Express to a Truist Bank card. The cash back from credit card purchases on the Truist card goes towards the Conner Fund.

Governance Committee

Vice President Moore gave an update on the status of various projects the Governance Committee is working on. Bylaws review is on the top of the committee's list. On January 14, 2022, the Governance Committee met with Attorney, Matt Entenza to discuss best practices for bylaws and supporting documents, which includes the Board of Directors Handbook and Committee policies and practices. Additional details about the meeting can be found in Dropbox.

Strategic Planning Committee

Vice President Amyx asked the Board to contribute any items that they would like added to *Board Strategic Planning Topics.docx* by Saturday, February 19 so that he can have a proposal of topics to adopt ready to present for the meeting.

Human Resources and Compensation Committee

Vice President Wells noted that the committee met on Thursday, February 17, 2022 to go over the committee charge.

Program Services and Review Committee

Vice President McCaskill noted that the committee met on Thursday, February 17, 2022 to discuss the purpose and charge of the committee. A meeting will be scheduled in the next month or so to re-group and talk about whether or not the AACRAO staff can help with some IT initiatives.

Discussion Items:

Alternative Credentials Work Group Update

Vice President Wold-McCormick gave an update on the Alternative Credentials Work Group noting that the work group was formed as a result of the increased interest in badging and micro-credentialing. A draft with recommendations and best practices is in the final stages and will be ready by late Spring.

Comprehensive Learner Records Work Group Update

Mark McConahay will step in as past Associate Executive Director Green's replacement on this project.

2022-2023 Board Meeting Schedule

President-Elect Kitch worked with the Board to review and finalize the meeting schedule for 2022-2023.

2022 Leadership Meeting

The Board discussed how to make the Leadership Meeting more impactful to the attendees. Several board members felt that it would be helpful to incorporate some version of the staff

presentations into the meeting so that the leadership could have an understanding of the individual departments within AACRAO. Incoming Vice President Pomerenk suggested that each board member could connect with three or four State and Regional officers as their “mentor” during the meeting. Interim Executive Director Gottlieb shared a phishing scam story that she heard during the SACRAO Conference and it was suggested that maybe AACRAO could offer a cybersecurity training of sorts. The AACRAO office will work with the Board to come up with an agenda and a speaker for the meeting.

2022 Annual Meeting

Associate Executive Director DeNeen went over what to expect at the 2022 Annual Meeting. The Board was encouraged to review the Script for dates and times of where the Board is expected to attend. The virtual component for the Annual Meeting will feature live streaming sessions from certain rooms. Not all sessions will be live streamed. Attendees attending virtually will have the ability to use the chat box for any questions they may have and moderators will feed those questions to the presenters for answers. All plenary session recordings will be available to view for 30 days after the meeting. The Business Meeting, held on Tuesday, April 5th, will be live streamed.

The Board was dismissed for the day.

The Board resumed regular session on Saturday, February 19, 2022 at 9:06 AM EST.

Officer Reports

President

President Robinson reached out to External Board Member Shomaker to see if he would be willing to serve an additional two-year term.

MOTION 2022.02.07 – It was duly moved and seconded to extend External Board Member, Rob Shomaker’s term for an additional two years. APPROVED

President-Elect

President-Elect Kitch reviewed the 2022-2023 meeting dates and committee assignments. Upon reviewing the committee assignments, Vice President DeMerritt suggested that Member at Large for the FI&A Committee, John Meldum’s term, be extended to three years. Vice President DeMerritt will check with Meldrum to see whether or not he is willing to serve an additional year.

President Robinson asked whether or not the presidential term could be extended to a two year term so that projects or portfolio items could be completed while the individual held the position.

Vice President Amyx suggested to keep the Presidential term to one year and instead using the President-Elect year as a prep year.

It was noted that Sam Fugazzotto is moving into the Program Committee Vice-Chair role which leaves a vacancy in the Group 4 Coordinator role. Stacey Tidball was recommended as the replacement.

President-Elect Kitch would like for each board member to contribute to an AACRAO Connect article once a month and will create a sign-up sheet.

Vice President at Large

Vice President Amyx read *Lessons Learned a Bakers Dozen.docx*

Vice President Robertson, Incoming Vice President Newsome, Incoming Vice President Pomerenk, will work together to review the work group document.

Vice President for Finance

Vice President DeMerritt noted that several RFPs are in the works such as the outsourcing of accounting services and Human Resource services. AACRAO needs some help with Human Resource services beyond just payroll and benefits. Interim Executive Director will work with Vice President Wells and an internal group to prepare the RFP for the Human Resources piece. The RFP for Accounting Services is being prepared by Consultant Gil Brown.

Interim Executive Director Gottlieb noted that the Employee Handbook is also out of compliance now that several employees have moved to working remotely from various states. Every state has a different set of employment practices that the employer needs to adhere to and Interim Executive Director Gottlieb does not have expertise in this area. Interim Executive Director Gottlieb will hire someone to ensure that the handbook adheres to the various state practices.

Now that AACRAO is into year four of purchasing the building, bond refinancing is something that is being looked into. The FI&A Committee, AACRAO CFO Aleem, and Interim Executive Director Gottlieb will review the bond structure with Truist.

Vice President for International Education

Vice President Head is gearing up for Annual Meeting and noted that an SEVP representative from Oregon will be giving a session. In addition, there will be four to five representatives from EducationUSA attending the meeting.

Vice President for Leadership and Management Development

Vice President Hunt has a series of meetings coming up with Group IV chairs to discuss Annual Meeting related topics. One meeting in particular is with Chris Huang, chair of the State and Regional Relations Committee to talk about the State and Regional Officers Workshop at the Annual Meeting.

Vice President for Information Technology

Vice President McCaskill noted that there are some conversations surrounding how committees are structured within IT, especially SPEEDE. In addition, he is also engaged in conversations around the CLR project.

Vice President for Access and Equity

Vice President Moore directed the Board's attention to Dropbox for her report noting that all the caucuses are working hard to support their sessions at the Annual Meeting in Portland and engaging their members. Vice President Moore thanked the AACRAO staff for reorganizing the caucus listservs. In addition, Vice President Moore noted the leadership changes within the PAC committees that she is in charge of.

Vice President for Admissions and Enrollment Management

Vice President Wells is working on Annual Meeting planning and securing a good Program Chair.

Vice President for Records and Academic Services

Vice President Wold-McCormick has been busy with work surrounding the Alternative Credentials Work Group in addition to working with Carol Harrison about forming a Prior Learning Assessment Work Group. Interim Executive Director Gottlieb believes that AACRAO should have a Curriculum Committee. Vice President Wold-McCormick has been working to ensure that the core competencies align with the curriculum and stackable credentialing.

Staff Reports

Interim Executive Director Gottlieb directed the Board to Dropbox for her details on her February report.

Old Business

There was no old business to discuss. AACRAO staff Hsu went through the list of items and updated the status of each action item.

New Business

President-Elect Kitch brought to the Board's attention an email from Kelley Brundage about seeking assistance from AACRAO on China's PIPL law. AACRAO staff Gil, Mott, and Funaki have all received this information and are taking the lead to do a deeper dive. AACRAO staff

Gil, Mott, and Rooker have also met with the Department on privacy related items. Interim Executive Director Gottlieb will update the Board as information and guidance develops. In the meantime, President-Elect Kitch will update Brundage that AACRAO is looking into this issue.

Vice President Amyx went over the Strategic Planning Topics with the Board and discussed the updates that were made to the document.

MOTION 2022.02.06 – It was duly moved and seconded to approve the stated topics listed on the Board Strategic Planning Topics document for the Board to address in the 2022-2023 cycle. The order of topics and the meeting in which they are addressed shall be determined by consensus of the President, Executive Director, and chair of the Strategic Planning Committee.
APPROVED

Executive Session

MOTION 2022.02.08 – It was duly moved and seconded to enter Executive Session.
APPROVED

The Executive Session began at 2:06 PM EDT.

MOTION 2022.02.09 – 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 2:53 PM EDT.

Attachments

Agenda

January 19, 2022 Meeting Minutes

AACRAO Mentoring Workgroup update 2.18.2022.pptx

AACRAO Consulting.pptx

Content and Curriculum.pptx

Gov Relations.pptx

International.pdf

MarketingComm.pptx

Meetings & Partnerships Overview 2022 with Corporate.pptx

MembershipandPubs.pptx

Research.pptx

AACRAO 2020 Form 990, 990T & D20 Draft 2.14.2022 (1).pdf

AACRAO Q4 2021 Performance Report 12.31.2021.pdf

AACRAO Board of Directors Meeting_February2022_GroupV_CURRENT.docx

Board Strategic Planning Topics.docx

BOD Meeting Schedule 2022-23.docx
ED Report Feb 22.docx
FIA-AACRAO Financial Update 2022 (Quarter 1).doc
FY2022BudgetDuesAnnouncement-2-17-2022.docx
Lessons Learned a Bakers Dozen.docx
Recommendations for Standards in PLA.pdf
SACRAO CLR Presentation.pptx