

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

July 20, 2022
Virtual Meeting

Board Members in Attendance: Jackie Carter, Karee Head, Philip Hunt, Ari Kaufman, Rhonda Kitch, Rock McCaskill, Cassandra Moore, Connie Shipman Newsome, Julia Pomerenk, Tiffani Robertson, Tiffany Robinson, Sherry Waldon-Wells

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

Call to Order

President Kitch called the meeting to order at 2:34 PM EDT on July 20, 2022

Approval of Agenda

MOTION 2022.07.01 – It was duly moved and seconded to approve the agenda. APPROVED

Approval of Minutes

MOTION 2022.07.02– It was duly moved and seconded to approve the meeting minutes from the June 22-24, 2022 meeting as presented. APPROVED

MOTION 2022.07.03 – It was duly moved and seconded to approve the executive session minutes from the June 22-24, 2022 meeting as presented. APPROVED

Officer Reports

Vice President for International Education

Vice President Head had a discussion with her group coordinator and discussed filling some of the vacant vice-chair positions.

Vice President for Leadership and Management Development

Vice President Hunt and State and Regional Relations Committee Chair, Chris Huang, sent a follow up email to the S&R group post leadership meeting asking for feedback about the meeting. The feedback received was all positive.

Vice President Hunt attended a military conference last week for SEOs and had lots of conversations around ArmyIgnitED. He used his voice there to represent AACRAO. Vice President McCaskill, President Kitch, Past President Robinson and President-Elect Carter are interested in connecting with Michelle Hill, President of the National Association of State Approving Agencies, to further the conversation. Executive Director Gottlieb asked Vice

President Hunt to engage AACRAO staff Gil in the conversation, because he has been wanting to connect with the organization for a while.

Vice President for Finance

Vice President Kaufman met with AACRAO staff Apple to discuss creating a Google Group for State and Regional treasurers. If Vice President Hunt and State and Regional Relations Committee Chair Huang are interested in being a part of the conversation, Vice President Kaufman will include them in future discussions. The purpose of the group is to create a community for the various treasurers so they can rely on each other.

Vice President Kaufman gave a quick update on the progress of the Accounting RFP. Seven proposals have been submitted to AACRAO for review and the subcommittee have reviewed, scored, and ranked all the proposals. Four companies will be asked to participate in an interview and the subcommittee hopes to finalize on a firm in early August. Vice President Kaufman will update the Board once a decision has been made.

Vice President for Access and Equity

Vice President Moore wants to work with AACRAO to provide a platform for members to have thoughtful discussions when issues bubble up. She is also looking at AACRAO programming with the committee and caucus chairs under Group 5 to determine how to best serve AACRAO members.

Vice President at Large

Roslyn Perry approached Executive Director Gottlieb and Vice President Moore and asked about formally requesting Vice President Robertson to be the liaison between the Board and the Member Engagement Committee.

External Board Member

External Board Member Shomaker was not in attendance at the meeting, however, President Kitch gave a report for him. A Connect article will go out soon with the results from the CUPA-HR Employee Retention Survey. The graphics for that article are currently under review with CUPA-HR's Research Team. The final web link to the survey will go out later today.

Vice President for Admissions and Enrollment Management

Vice President Wells has been working with Group 1 leaders to fill vacant leadership positions within Group 1 Committees.

President-Elect

President-Elect Carter met with Executive Director Gottlieb and had a discussion about Group 5 and how the organization as a whole will respond to social justice issues while being mindful of

AACRAO values. She would like to get Vice President Moore and Past President Robinson together to talk about the Member Engagement Survey. Executive Director Gottlieb will work with President-Elect Carter to see what kind of tone she would like to set with her presidential term and what she would like to accomplish as President.

Past President

Past President Robinson noted that AACRAO Awards will be open August 1 – October 31, 2022.

President

President Kitch directed the Board's attention Dropbox for a proposal on three main recommendations for honoring Past President Tina Falkner.

These three recommendations were drafted up by a small committee consisting of: Tim Amyx, Stan DeMerritt, Sarah Harris, Brad Myers, Sara Sullivan, Stacey Tidball and President Kitch. The three recommended actions for remembering Past President Falkner are:

1. Rename the Engagement Grant to the Tina Falkner Engagement Grant
2. Ensure the Little Free Library is present at in-person AACRAO events
3. Nomination for a posthumous Honorary Membership

President Kitch will send the nomination to the Awards Committee for consideration. Vice President Pomerenk suggested asking the local arrangements committee if there's a little library available locally so that AACRAO can use that instead of shipping all the books and the little library back and forth. Executive Director Gottlieb noted that the physical little library, currently housed at the AACRAO office, is in a fragile state and may be damaged further if it gets shipped.

MOTION 2022.07.04 – It was duly moved and seconded to accept and approve all three recommendations in honor of Past President Falkner. APPROVED

Committee Reports

Finance Investments and Audit Committee

Vice President Kaufman asked Executive Director Gottlieb to summarize the bond conversation that the FI&A Committee had last week. AACRAO has an opportunity to refinance or make a balloon payment and the FI&A Committee would like to explore whether or not this is a good time to make this decision. The deadline to move the bond index from LIBOR to SOPHR is June 2023 and Truist suggested that AACRAO consider refinancing the bond at the same time as switching over to the new index. The biggest benefit to doing both at the same time is that the bond doesn't need to be reapproved. This makes for a more simple, but also less costly process. Executive Director Gottlieb has had conversations with not only the FI&A Committee, but also

AACRAO's real estate attorney, and Adam Proger from Raymond James (AACRAO's financial advising firm).

Adam Proger's advice was to ask the Board the following questions prior to making a decision:

1. Keep the property and refinance the bond?
2. Sell the property?
3. Make a balloon payment in four and a half years?

Proger does not believe the interest rates will be better in four and a half years compared to what they are right now. He believes AACRAO should go ahead and take advantage of the low rates listed on the Truist Term Sheet. Furthermore, with climbing interest rates, once the Term Sheet expires, AACRAO may no longer be offered such a favorable rate.

MOTION 2022.07.05 – It was duly moved to pursue the refinance opportunity with Truist Bank on the AACRAO bond. APPROVED

Governance Committee

The Governance Committee will meet next week and move forward with the plans. Vice President Moore will work with the committee on next steps.

Human Resources and Compensation Committee

Vice President Wells noted that the committee has been working on scheduling a time for the committee to meet and check-in with Executive Director Gottlieb.

Strategic Planning Committee

The Strategic Planning Committee is scheduled to meet tomorrow from 2-3 PM, Central Time and will chat about making progress on AACRAO's strategic plan.

Staff Reports

Executive Director Gottlieb directed the Board to Dropbox for her July report.

Executive Director Gottlieb noted that Vice President Moore and President Kitch had a meeting with a couple AACRAO staff members to determine how to respond to questions about the Roe v. Wade decision. AACRAO needs to come up with a process on how to deal with these social justice issues that may arise. Vice President Moore will continue to have deep discussions with the various caucuses and Executive Director Gottlieb wanted to share the beginnings of a clearly articulated Public Policy position with the Board. In its current state, there is a draft of this process, however, it isn't ready to be shared with the public.

Discussion List

Meetings Discussion

Associate Executive Director DeNeen led the conversation surrounding meetings and the cost of hosting a meeting. She started off the conversation by sharing a few statistics pertaining to meeting costs now compared to pre-pandemic levels.

- Hotel fees have increased by 22%
- Airfare has increased by 38%
- Audio Visual has gone up by almost 6%
- Food and Beverage fees have gone up by 7%
- Staffing has become an industry-wide issue where service is slow, companies are short on staff, and staff are new and not trained

Attendee expectations have also changed since the pandemic. They want more content, but would like to pay less for it. Virtual meetings and free webinars are also things that attendees often expect for meetings. With the 2021 Virtual AACRAO Annual Meeting, there was a lot of engagement and excitement, however, there has since been a shift and people are being more intentional about how they spend their time. Zoom fatigue is also a factor. The business travel industry will slowly start to recover, but there is no estimate as to how long it will take to recover and whether or not people will travel at the levels that they did pre-pandemic once it does recover.

As an organization, Associate Executive Director DeNeen would like to see the organization redefine how it views success. The Meetings Department has also been a non-dues revenue generator, however, revenue recovery will be slow and will continue to be slow. AACRAO needs to identify new ways to define value. When a decision has been made on the type of meeting that is hosted, several things may need to be sacrificed including quality, or the impact the meeting has on the Strategic Plan. Associate Executive Director DeNeen noted that ROI can and should be things that should be non-monetary. AACRAO needs to predefine what the expected return is and determine how performance will be measured, because the AACRAO Annual Meeting is no longer a large revenue generator and the attendance numbers have been on a decline for several years now.

AACRAO will also need to decide whether or not to continue with hybrid meetings, in-person meetings, virtual meetings, or a combination. Once that decision has been made, AACRAO will also need to decide what that means and what the meetings will look like. Associate Executive Director DeNeen also asked the Board to consider what kinds of venues AACRAO should look into booking for meetings in the future and whether or not AACRAO should consider California Travel Ban states and the impact it can have on the AACRAO membership if AACRAO does not choose to book any meetings in those states that are under the ban. The ban prohibits AACRAO from hosting meetings in 33 states. Executive Director Gottlieb and Associate Executive Director Gottlieb will start with drafting a statement when AACRAO decides on a meeting location and why that site was chosen.

Moving forward, Associate Executive Director DeNeen feels it is in the best interest of the membership to host a hybrid Annual Meeting, which will consist of an in-person component along with a partial live stream and partial on demand. AACRAO can look for a sponsor to defray the cost of the technology that will be needed to host the virtual component. For future AACRAO Strategic Enrollment Management conferences, Associate Executive Director DeNeen feels an in-person modality would be best. AACRAO can possibly pre-record some presentations and make them on-demand, however, the quality may be sacrificed. Tech and Transfer Summits would remain virtual for the foreseeable future.

Associate Executive Director DeNeen suggests adding a Digital Coordinator position to the Program Committee to assist with the virtual components for the Annual Meeting.

Associate Executive Director DeNeen will make a list of recommendations, include staff and membership impact, and present that to the Board at the next meeting in August.

Old Business

The Board reviewed the draft Supplier Diversity Policy.

MOTION 2022.07.06 – It was duly moved to accept and approve the Supplier Diversity Policy.
APPROVED

Vice President Moore believes AACRAO should share the financial implications for caucuses and committees with the committee and caucus leadership.

The Board Action Items List discussion will be moved to the August 17, 2022 meeting.

New Business

New Business will be discussed at the next meeting on August 17, 2022 meeting.

The meeting was adjourned at 4:32 PM EDT

Attachments

Agenda

June 22-24, 2022 Meeting Minutes

ED Report July 22.docx

Potential Action Items.pdf

Remember Tina Falkner through AACRAO Recommendations 07-2022.docx

DRAFT Supplier Diversity Policy.docx

AACRAO_Term Sheet and Engagement_2022-07-12 (1).pdf

