

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

July 30, 2025
Virtual Meeting

Board Members in Attendance: Hala Abou Arraj, Wendolyn Davis, Chris Huang, Carrie Jeffers, Caroline Laguerre-Brown, Cassandra Moore, Connie Newsome, Brenda Selman, Beth Warner, Kristi Wold-McCormick, Max Xiong

Staff Members in Attendance: Tina DeNeen, Quintina Barnett Gallion, Melanie Gottlieb, Martha Henebry, Tiffany Hsu

Guests in Attendance: Mona Birchfield

Call to Order

President Moore called the meeting to order at 3:00 PM EDT on July 30, 2025

Approval of Consent Agenda and Minutes

MOTION 2025.07.01 – It was duly moved and seconded to approve the consent agenda and the June 25-26, 2025 Meeting Minutes as presented. APPROVED

Officer Reports

All officer reports were uploaded to AACRAO Exchange and approved as a part of the consent agenda.

Committee Reports

All committee reports were uploaded into AACRAO Exchange and approved as a part of the consent agenda.

Staff Reports

Executive Director Gottlieb directed the Board to Exchange for her July report and called attention to a couple highlights on the report:

- Membership renewals are going well as expected. Currently, AACRAO has collected 72% of the expected dues
- The umbrella under which AACRAO will be working through the Learning Mobility initiative is called the AACRAO Learning Mobility Lab
- AACRAO launched a new Learning Mobility challenge in partnership with NASH which will be in two phases:
 - Phase 1 is a data collection exercise in order to establish a national benchmark on improving transfer time to decision

- Phase 2 will be cohort work that will help institutions improve processes tied to admissions decisions
- The AACRAO Tech and Transfer Summit has been rebranded and will now be called “The Assembly” moving forward
- On July 18, AACRAO hosted an SIS summit. Vice President Huang was in attendance as the Board representative for the event. The event had 27 participants and all major SIS vendors were present. This was the beginning of our work to re-establish strong relationships with our SIS vendors.

MOTION 2025.07.02 – It was duly moved and seconded to approve the July 2025 Executive Director report as presented. APPROVED

Old Business

There was no old business to discuss.

New Business

FY 2026 Draft Budget

Executive Director Gottlieb led the board through a discussion on where the draft budget currently stands.

- The budget now shows a \$500,000 deficit, which is down from \$900,000 when it was first presented at the June meeting
- \$227,000 of the deficit is depreciation
- No staff salary increases are budgeted for FY 2026, however, Executive Director Gottlieb would like to get to a place where Non-Director level staff can receive a small salary increase
- Membership dues are on track and at \$250,000 above the year-to-date budget
- The strategic spending funds are separate and not reflected in the budget

President Moore asked the question as to whether or not Executive Director Gottlieb predicts that presenting a deficit budget is a one-time thing or if this will be a recurring theme from year-to-year. Executive Director Gottlieb noted that it is hard predict because everyone is going through a period of uncertainty. AACRAO is working on getting better at estimating expenses and expanding the grant portfolio. The SEM meeting in November will be a good place to re-assess. It was also noted that the decision to not increase membership dues for FY 2026 resulted in a loss of about \$100,000 and also the change to the small colleges dues structure resulted in another loss of about \$200,000. After much discussion, the board noted that they were comfortable presenting a deficit budget at the August 6 town hall as long as AACRAO provides strong context for why a deficit budget is being presented.

Executive Director Gottlieb presented the FY 2026 strategic spend ask. As of July 29, 2025, AACRAO’s investment balance was at \$11,722,831. \$540,270 is available for request, however, Executive Director Gottlieb only intends to request \$400,000 to complete the website redevelopment work. The bulk of spending for FY2025 was applied towards getting AACRAO ready for the website redevelopment project. The AACRAO brand work and CMS acquisition

and implementation work will be moved to FY2026. It was also noted by Executive Director Gottlieb that equipment upgrades were already covered in the previous budget, so the board approved to reallocate \$20,000 towards website work.

MOTION 2025.07.03 – It was duly moved and seconded to approve the FY 2026 strategic spending request as presented. APPROVED

May Financials

Principal Birchfield gave a quick overview of the 2025 May financials noting the following:

- AACRAO is down about \$1.6 million in assets. Cash is down about 1.6% but investments are up
- Liabilities are also down. \$1.6 million is the bond debt and AACRAO took out \$1.5 million to pay that down
- Budget VS Actuals – Revenue is ahead about \$115,000 to where AACRAO budgeted year-to-date
- Membership dues are up \$250,000
- AACRAO is spending less than what was budgeted
- Expenses are higher than last year and everything continues to cost more
- AACRAO is working on growing revenue, but also being conservative and looking at expenses

Work Group Proposal

Vice President Warner and Immediate Past President Wold-McCormick are presenting a proposal to develop a work group that will look at how FERPA applies to non-credit courses and alternative learning. Some key questions asked are:

- When is someone considered “in attendance”?
- Does the protection apply to non-credit learning students?

The plan is to gather input from AACRAO members because institutional policy on this varies from institution to institution. The board also suggested including workforce development and technical college perspectives.

The meeting was adjourned at 4:13 PM EDT.

Attachments

Agenda

[June 25-26, 2025 BOD Meeting Minutes](#)

Prez-Elect Newsome Corrected Report July 2025

May 2025 Financials

ED Report July 2025

Finance, Investments & Audit Committee Report – July 2025 Report

VP for Finance – July 2025 Board Report

VP at Large Report – Davis

VP Admissions and Enrollment Management Report – July 2025

C. Newsome_Pres-Elect Officer Report

Vice President for Information Technology Officer Report

VP for Records & Academic Services Board Report

Governance July 2025

VP International Education Report July 2025

FERPA Expansion Committee Charge

Past President Report – July 2025

VP Robertson Officer Report July 2025

HRC Committee Report July 2025

Strategic Planning Committee Report – July 2025