

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

October 15, 2025

Virtual Meeting

Board Members in Attendance: Wendolyn Davis, Chris Huang, Caroline Laguerre-Brown, Cassandra Moore, Connie Newsome, Tiffani Robertson, Brenda Selman, Beth Warner, Kristi Wold-McCormick, Max Xiong

Staff Members in Attendance: Joseph Beam, Tina DeNeen, Quintina Barnett Gallion, Melanie Gottlieb, Tiffany Hsu, Mike Simmons

Guests in Attendance: Joana Barber, Rhonda Kitch, Fred Magdaug, Rebecca Mathern, Bree Richmond, Nikita Strand

Call to Order

President Moore called the meeting to order at 2:31 PM EDT on October 15, 2025.

Approval of Consent Agenda and Minutes

MOTION 2025.10.01 – It was duly moved and seconded to approve the consent agenda and the September 17, 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 October report and called attention to a couple highlights on the report:

- SEM registration is currently pacing about 100 members behind
- Membership dues are going well. 91% of the dues have been collected
- AACRAO's health insurance broker projected a \$60,000 increase in employee insurance costs for the December renewal cycle. A rapid proposal review allowed AACRAO to save \$30,000 by adjusting vendors and plan options
- AACRAO is collaborating with AIR to develop a series of webinars for members on compliance issues. The Webinars will be 90 minutes long and will be fee for members. Non-members may attend for a fee.

- AACRAO received a \$425,000 grant from Strada to support Learning Mobility initiatives. Originally, this was expected in FY25 so revenue recognition will occur in FY26 due to contract language and GAAP requirements
- The final LEARN Commission meeting occurred last week. The report is expected in November and will inform a refresh of the un-launched transfer designation and guide action steps for the Learning Mobility Lab

MOTION 2025.10.02 – It was duly moved and seconded to approve the October 2025 Executive Director report as presented. APPROVED

Old Business

There was no old business to discuss.

New Business

AACRAO Competencies

Curriculum Committee Co-Chairs Dr. Rhonda Kitch and Dr. Rebecca Mathern presented the outcomes of the committee’s work with C-BEN to reevaluate and redevelop the AACRAO competencies. With C-BEN’s guidance, the committee developed 15 unique competencies applicable across a wide range of positions and experience levels.

The new framework takes a multi-tiered approach (Foundational, Intermediate, and Advanced) and integrates AACRAO’s core values throughout rather than listing them as separate competencies. Each competency begins with an “I can” statement to make them more tangible and actionable.

The plan is to incorporate these competencies throughout the new AACRAO website and to include supporting tools such as supervisor toolkits and potential credentialing or badging options.

Some board members suggested including this work in the AACRAO Updates slides for state and regional meetings and into the 2026 Leadership Meeting content.

AACRAO Logo

Yoko Co. team members and AACRAO Staff Beam joined the meeting to present options for AACRAO’s new logo. The goal was to gather board member feedback by the end of the week to finalize the logo design, which will be incorporated into the website redevelopment project.

Two main logo concepts were presented:

- **Concept 1:** A more traditional evolution of the current logo, shown in two color variants—**Variant A** (blue-focused) and **Variant B** (green-focused).
- **Concept 2:** A more modern interpretation of the logo. Only one color variant was shown (green-focused).

Board feedback primarily favored **Concept 1, Variant A**. Additional considerations in the discussion included brand recognition, accessibility, and balancing modernization with tradition.

AACRAO Staff Beam also encouraged board members to go through a UX exercise on new site navigation.

August 2025 Financial Statements

CFO Magdaug went over the August 2025 financial statements noting the following highlights:

- Total assets declined \$2.6 million compared to last year
- There is a \$1.9 million net operating deficit through August. This was \$695,000 more than budgeted
- Revenue fell \$540,000 below budget and expenses were \$155,000 over budget (includes strategic spending fund)
- AACRAO had 11 consecutive months of not meeting revenue targets. Most categories in revenue underperformed except for membership fees
- Cash and investments were at \$13.5 million, with \$7.1 million in operating reserves

The organization is reviewing all initiatives to enhance revenue and member value. This includes developing an internal program review process and evaluating potential changes to the frequency and scale of in-person events. Board members were also encouraged to share ideas for improving the budget.

The meeting was adjourned at 4:13 PM EDT.

Attachments

Agenda

September 17, 2025 BOD Meeting Minutes

ED Report October 2025

Curriculum Committee Presentation

Logo Concepts

President's Report

Past-President Report October 2025

Vice President for Information Technology Officer Report

VP Admissions and Enrollment Management Report – October 2025

PREZ-ELECT Newsome Report OCT 2025

AACRAO Competency Set – Overview and Board Discussion

August 2025 Financials

HRC Committee Report October 2025

VP Leadership Report October 2025

VP for Records & Academic Services Board Report

Finance, Investments & Audit Committee Report – October 2025 Report

VP for Finance – October 2025 Board Report