

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

June 25 – 26, 2025

In-Person Meeting, Alexandria, Virginia

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

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

Board committees met on Wednesday, June 25 from 10:00 AM – 3:30 PM EDT

Call to Order

President Moore called the meeting to order at 3:53 PM EDT on June 25, 2025.

Approval of Consent Agenda and Minutes

MOTION 2025.06.01 – It was duly moved and seconded to approve the consent agenda, and the May 21, 2025 meeting minutes as presented with an amendment to add Vice President Robertson to the May 2025 meeting minutes as an attendee. 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 Report

Executive Director Gottlieb directed the Board's attention to Exchange for additional details on her June 2025 report.

Executive Director Gottlieb called out a few highlights on her report.

- AACRAO has chosen Yoko Co as the vendor for our web redevelopment
- AACRAO now has over 20,000 members
- Membership renewal is trending well. To date, around \$1.5 million has been collected, which is about 45% of the total expected renewals
- AACRAO has successfully renewed the MemberClicks contract for three years. At a future meeting, perhaps in September, Executive Director Gottlieb would like to have a deeper conversation with the board

that includes a planning conversation on how AACRAO can support State and Regional Associations who are in crisis

- AACRAO Hill Day is happening next month (July 2025). There are over 30 participants from more than 17 states
- On July 18, AACRAO will host an invitation-only thought leadership summit with a number of EdTech partners (including major SIS vendors). The meeting will be focused on Learning Mobility
- The Prison Education work group successfully met in-person in June with both NASFAA and NACAC. The group will continue to work asynchronously on SIS-specific resources for institutions who are seeking to offer education to incarcerated individuals. In addition AACRAO is working with Ascendium on grant work in FY2026

MOTION 2025.06.02 – It was duly moved and seconded to accept the Executive Director’s report for June 2025 as presented. APPROVED

Old Business

AACRAO Board of Directors Calendar

President Moore directed the Board’s attention to the 2025–2026 AACRAO Board of Directors pacing calendar. She emphasized its importance in helping the Board fulfill both its fiduciary and strategic responsibilities. President Moore invited Board members to contribute additional items to the calendar.

It was suggested by Vice President Jeffers to add AACRAO Strategic Plan deadlines to the calendar including when the review process starts and when the new strategic plan will start.

MOTION 2025.06.03 – It was duly moved and seconded to approve the AACRAO Board of Directors Calendar as presented along with a revision to add Vice President Jeffers’ suggestion. APPROVED

Governance Committee Charter

President Moore reminded the Board that a couple additions were brought forth by the Governance Committee as additions to the current charter. One of the additions includes adding the Vice President for Leadership and Management Development and the Strategic Planning Committee Chair to the committee as members. In addition to regularly reviewing the bylaws, the committee would also like to work with the President-Elect when planning the new board member orientation content.

MOTION 2025.06.04 – It was duly moved and seconded to the Governance Committee Charter as presented. APPROVED

Non-Voting Member Exception Rubric

Vice President Robertson presented a rubric at the May Board Meeting to help guide the Board in evaluating requests from non-voting members who wish to continue serving in a PAC role. Executive Director Gottlieb raised the question of whether it would be helpful to clarify the definition of “hold association office,” which has historically been interpreted as participation in an AACRAO committee or task force. It was suggested that a small group of board members and Executive Director Gottlieb will consult with Attorney Wolk to determine if a bylaws change may be necessary based on this interpretation. There was clear interest from members in allowing non-voting member participation in committee work based on feedback from the bylaws change town halls.

MOTION 2025.06.05 – It was duly moved and seconded to approve the Non-Voting Member Exception Rubric as presented. APPROVED

MOTION 2025.06.06 – It was duly moved and seconded for the board to come together and define what “hold association office” means. APPROVED

MOTION 2025.06.07 – It was duly moved and seconded to seek counsel from Attorney Wolk to see if the work of defining association office is moving in a legal direction. The group engaged in the discussion will report back on Attorney Wolk’s recommendations. APPROVED

The Board resumed information and discussion session on Thursday, June 26, 2025 at 9:00 AM EDT.

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

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

Old Business

Updated S&R Request Form

AACRAO Staff Hsu will revise the current State and Regional Representative Request form based on what was presented to the Board. Once a completed form is received on the AACRAO end, AACRAO Staff Hsu will connect the AACRAO representative with the State and Regional contact person to sort out additional details for the meeting.

Discussion List

Budget update and FY2025/FY2026 Strategic Spend Requests

Executive Director Gottlieb led the Board through a discussion on an update of strategic spending for FY2025, and gave an update on the new requests that are being made for FY2026. It was suggested that \$20,000, initially allocated for equipment upgrades, be reallocated to capital for the website redevelopment project.

MOTION 2025.06.08– It was duly moved and seconded to approve the reallocation of \$20,000 from equipment upgrades towards capital to assist with the website redevelopment project.

APPROVED

Executive Director Gottlieb noted that next month's financials will show that AACRAO has started to fill the gaps in the budget deficit. The Board was also encouraged to review the exhibitor list every time they attend a conference to see if there are any vendors that would be good sponsors for AACRAO. Executive Director Gottlieb will also pull the Governance budget for the Board to see where shared cost savings could take place. The Board collectively discussed some ideas for closing the gap in the budget deficit, which includes the exploration of offering an in-person Hill Day every other year and hosting a virtual Hill Day for those in between years. The Board agreed to continue to think on ways to reduce the deficit and the conversation will continue at the July Board Meeting. President Moore emphasized the importance of developing strong talking points at the August 6 Town Hall to explain to the membership why AACRAO is presenting a deficit budget for FY 2026.

New Business

Project Infuse & AI University

Associate Executive Director Simmons, Consultant Kaplan, and Consultant McConahay led the Board through a discussion on where AACRAO is in the Learning Mobility work and where the work is headed.

Currently, credentialing across higher education is fragmented. Consultant McConahay explained that credentials are being issued in silos. Traditional transcripts, digital CLRs, and innovative formats like wallet-based credential are each operating independently. There's minimal cross-functionality, and aside from a few cases like college-to-college or high school-to-college transfers, learners lack the ability to control and share their credentials in a structured, machine-readable way.

There is a need for a single, unified credentialing system that spans all of higher education and ultimately, all forms of learning, skills, and competencies. This kind of transformation has been seen in other sectors like the internet, banking, and mobile communication, where shared

infrastructure and data standards enable interoperability, reduce barriers to entry, and still allow room for competitive innovation. It is crucial that higher education follow suit. These are the reasons why AACRAO is investing time to build a credentialing system that empowers learners, simplifies exchange, and supports a connected ecosystem.

Project Infuse is a major initiative launched in July 2025 by AACRAO, with support from Walmart, aimed at democratizing access to secure, interoperable digital credentials in higher education. Consultant Kaplan explained that AI will help with this project because AI skills will help to automate skills extraction and standards-compliant issuance.

AI is transforming the relationship between enrollment and registrar functions by enabling deeper integration, improved efficiency, and a more student-centered approach:

- **Real-Time Compliance Monitoring:** AI will ensure alignment across departments—for example, checking visa eligibility during international student enrollment and course registration.
- **Process Optimization:** AI will identify cross-department inefficiencies, enabling joint redesign of workflows (e.g., integrating application processing with degree audits) to reduce redundancy and errors.
- **Coordinated Student Communications:** Rather than receiving fragmented messages, students will get unified, personalized communication driven by AI, combining information like course registration and financial aid opportunities.
- **Strategic Planning Integration:** Enrollment and registrar teams will collaborate using AI models to align recruitment goals with academic capacity and resources, preventing over-enrollment in unsupported programs.
- **Shared Professional Development:** Both teams will require similar data and AI competencies, leading to joint training opportunities and potentially hybrid roles.
- **Joint Crisis Response:** When AI detects issues like low retention or enrollment dips, both teams will work together on solutions, sharing insights and strategies.

Parliamentarian Report

The Board reviewed the Parliamentarian report prepared by Dr. Marc Booker, AACRAO's current Parliamentarian. One suggestion was to consider having the Parliamentarian serve as a sitting member on the Governance Committee since it might be beneficial for the Parliamentarian to be a part of the conversations the committee is having about the governance structure. The Board agreed that the Parliamentarian should be consulted on an as-needed basis, rather than attending all Governance Committee meetings.

On last year's Parliamentarian Report, it was noted that the procedures and guidelines for both Board and Member resolutions are not posted or stated on the AACRAO website.

Parliamentarian Booker suggested that it would be a good idea to have the protocols from both a

board and member perspective be posted on the website to provide clarity on when a resolution is needed verses a procedural decision verses a process essential. This would be a good piece of information to have on the website for member transparency as well.

MOTION 2025.06.09– It was duly moved and seconded to approve Parliamentary Report as presented. APPROVED

Our Impact Page

Associate Executive Director Barnett Gallion walked the Board through the new Our Impact page on the AACRAO website. She noted that the statistics on the site are updated on a quarterly basis by the Impact and Engagement Team. This page was created as a way to show the membership what the composition of the association membership is made up and how their work is supporting learning mobility.

The meeting was adjourned at 2:16 PM EDT.

Attachments

[Agenda](#)

ED Report June 2025

May 21, 2025 Meeting Minutes

Davis – VP at Large Board Report

Governance June 2025

VP for International Education

Finance, Investments & Audit Committee Report – June 2025

VP for Finance – June 2025 Board Report

VP for Information Technology Officer Report

Past-President Report – June 2025

VP Admissions and Enrollment Management Report – June 2025

Strategic Planning Committee Report – June 2025

June 2025 VP, Access and Equity Officer Report

June 2025, VP Access & Equity Committee Report

VP Robertson Officer Report June 2025

HRC Committee Report June 2025

C. Newsome_PrezElect June Report

AACRAO Project Infuse Summary

Records & Academic Services Report

Pre-Read: “Are you Ready for the AI University?”

President’s Report

AACRAO Board of Directors Calendar

2025 Parliamentary Report

<https://www.aacrao.org/our-work/our-impact>