

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

September 17, 2025

Virtual Meeting

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

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

Guests in Attendance: Fred Magdaug

Call to Order

President Moore called the meeting to order at 2:32 PM EDT on September 17, 2025

Approval of Consent Agenda and Minutes

MOTION 2025.09.01 – It was duly moved and seconded to approve the consent agenda and the August 20, 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 September report and called attention to a couple highlights on the report:

- The OpenWater platform, which hosts the Annual Meeting Session proposals, AACRAO Awards, and AACRAO Voting, experienced a technical glitch earlier this week. On Monday, September 8, members reported being unable to log in. This was an OpenWater platform problem that affected multiple clients, not just AACRAO. The AACRAO IT team resolved the issue by Wednesday, September 10. Executive Director Gottlieb confirmed that no votes or submissions were lost during the period that the platform was down. Members were simply unable to access the system during the outage. She also met with the N&E Chair and Vice-Chair to brief them, ensuring they could address member questions with full and accurate information.

- Associate Executive Director Barnett Gallion also noted that the AACRAO website has been crashing a lot lately. This is unrelated to the OpenWater outage, but it goes to show why it's important to move forward with the website redevelopment
- AACRAO joined 18 other higher education associations in an amicus brief supporting veteran students in *Commonwealth of Va. et al. v. Secretary of Veterans Affairs*. The case challenges VA rules that limit veterans to 36 months of education benefits, despite a Supreme Court ruling entitling them to 48 months under combined GI Bill programs. The brief urges a temporary stay of enforcement and payment of full benefits while the case is pending

MOTION 2025.09.02 – It was duly moved and seconded to approve the September 2025 Executive Director report as presented. APPROVED

Old Business

There was no old business to discuss.

New Business

July 2025 Financial Statement

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

- As of July 30, AACRAO has \$13.5 million in cash and investments. About \$7.3 million is in operating reserves and that is equal to seven months of operating expenses
- \$362,000 of the strategic spending funds have been spent. \$18,000 remains available for use towards the website redevelopment
- The Tech & Transfer Summit brought in about \$309,000 in revenue. The total expenses for that event were \$377,000. That results in a net deficit of \$168,000
- Overall total assets are down by \$2 million compared to last year. Most of that is due to the \$1.8 million drop in cash. This is tied to our expenses increasing compared to last year. Revenue remains flat year over year
- Liabilities dropped by \$640,000, with most of that due to a paydown of \$1.5 million on the bond. An increase in membership renewal and early SEM conference registrations has led to this as well
- Net assets have decreased by \$1.4 million
- Expenses went over budget by \$42,000
- Overall, AACRAO's financial position is stable

Strategic Planning Updates

Vice President Jeffers and Associate Executive Director Barnett Gallion led the Board through a discussion on the progress of the new strategic plan. In response to Goal 5 of the current plan, two surveys targeted directly at state and regional surveys were created to gather input on what kind of support state and regional associations would like to see from AACRAO. One survey is directed at state and regional leaders and the second is targeted at state and regional members. There was some discussion surrounding whether or not it would be helpful to add a field on the State and Regional Leadership Survey for respondents to be able to identify which state and regional association they represent. There would also be an option for respondents to indicate

“Prefer not to say” if they do not wish to be identified. Associate Executive Director Barnett Gallion will add this field to the survey.

Associate Executive Director Barnett Gallion shared a Strategic Plan Refresh timeline with the board, noting that the plan is to vote on the new strategic plan during the February 2025 board meeting. In addition, there is a Strategic Planning Town Hall scheduled for November 6, 2025. The new strategic plan has a planned start date of October 1, 2026.

S&R Strategic Discussion

Following the discussion on state and regional surveys, Executive Director Gottlieb asked the board to clarify its goals in providing support to state and regional associations. This conversation will continue over the coming months and may be easier to address once survey results are available in November 2025. She also suggested the board consider adding language to the partnership/affiliate agreement that would allow AACRAO to collect data from state and regional associations once or twice a year, given that AACRAO subsidizes their membership databases.

AACRAO currently provides nearly \$100,000 annually to support state and regional membership databases through MemberClicks. During the renewal process, it became clear that some associations were not fully utilizing their subscriptions, though discontinuing them would have been detrimental. In addition, requests for Federal Updates at state and regional meetings have been increasing. The Government Relations Team has been managing these requests with limited staff and resources and is working to develop additional advocacy tools at the state level.

The meeting was adjourned at 3:43 PM EDT.

Attachments

Agenda

[July 30, 2025 BOD Meeting Minutes](#)

ED Report September 2025

VP International Education Report_September 2025

Governance September 2025

President's Report_September 2025

VP Admissions and Enrollment Management Report – September 2025

Davis- VP at Large Board Report_September 2025

VP for Records & Academic Services Board Report_September 2025

PREZ-ELECT Newsome Report SEP 2025

Vice President for Information Technology Officer Report_September 2025

Past-President Report – Sept 2025

HRC Committee Report – September 2025

VP Leadership Report_September 2025

Finance, Investments & Audit Committee Report – September 2025 Report

VP for Finance – September 2025 Board Report

July 2025 Financials

Strategic Planning Committee Report – September 2025