

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

May 21, 2025
Virtual Meeting

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

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

Guests in Attendance: Jeff Arnold, Peter Wolk

Call to Order

President Moore called the meeting to order at 3:14 PM EDT on May 21, 2025

Approval of Consent Agenda and Minutes

MOTION 2025.05.01 – It was duly moved and seconded to approve the consent agenda, the March 28-29, 2025 meeting minutes, and the 2025 AACRAO Business Meeting Minutes as presented. APPROVED

The Board spent the first half of the meeting going over the results from the Board Health Assessment Survey with Consultant, Jeff Arnold.

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.

Discussion List

Board Health Assessment Survey

Consultant Arnold met with the Board to review the results of the Board Health Assessment Survey. The Board received a score of 16.2 out of 20, indicating excellent overall functioning as a board. The highest ratings were in the areas of structure and culture. The lowest scores were in the individual domain, with concerns noted around internal factions and data-driven decision-

making. Progress was made in several priority areas, including the implementation of a consent agenda, improvements to board member onboarding, and efforts to distribute meeting materials in advance to enhance meeting effectiveness. The Board also engaged in a discussion about the need to better balance strategic and operational focus during its meetings.

Executive Director Gottlieb is exploring ways to develop tools or resources to help guide board conversations around risk assessment in light of the current environment. Consultant Arnold mentioned he may be able to provide tools to support this effort and help the Board gain a clearer, shared understanding of organizational risk.

Staff Reports

Executive Director Gottlieb directed the Board to Exchange for her May report and called attention to some highlights in the report:

- Phase Two of the LER Accelerator project has begun. Twenty-five projects were selected for its inaugural cohort
- AACRAO received \$750,000 from Walmart to fund Phase Two of the Accelerator project and a portion of the Infuse project
- ATAC Committee Report – The National Student Clearinghouse (NSC) took over the SPEEDE server around ten years ago. They did that as a public good
- AACRAO Staff Hsu has been closely working with State and Regionals to collect MemberClicks renewal agreements. There is some desire from the State and Regional Associations to develop an RFP in the future for an alternative vendor. This is something that Executive Director Gottlieb and AACRAO Staff Hsu will monitor and consider for the future. At this time, AACRAO has renewed a three-year contract with Personify for MemberClicks
- Letter in the Advocacy Center about the latest plea – member letter on the House Reconciliation Package.
- AACRAO staff are currently in the process of reviewing proposals from various website vendors for the website redesign project. The website redesign does include infrastructure for an improvement to AACRAO EDGE

MOTION 2025.05.02 – It was duly moved and seconded to approve the May 2025 Executive Director report as presented. APPROVED

Old Business

Community Engagement and Norms Document

AACRAO Staff Hsu made changes to the draft version of the Community Engagement and Norms document based on feedback from the Board at the March Board Meeting. The document aims to guide board member engagement and expectations.

MOTION 2025.05.03 – It was duly moved and seconded to approve the Community Engagement and Norms Document as presented. APPROVED

New Business

Non-Voting Member Exception Rubric Draft

Vice President Robertson along with a small group of board members worked to come up with a rubric for non-voting member participation in various AACRAO activities as a follow-up to the conversation that was held at the March Board Meeting. A rubric was created and different categories were assigned different weights. Vice President Robertson went over the rubric with the Board and asked board members to review the rubric and provide feedback at the June board meeting.

Executive Director Gottlieb clarified that there is only one type of engagement that is bylaws-driven, that is the PACs and the Program Committee. She suggested that the group re-visit the segments documentation because there is only a narrow set of segments that require board approval under current bylaws. It was clarified by Associate Executive Director Barnett Gallion that the rubric being created is specifically for non-voting member participation in the governance structure, and the rubric should follow the language from the bylaws.

Governance Committee Charter

Vice President Abou Arraj noted the highlighted major changes that were introduced to the Governance Committee Charter. Under membership for the committee, there was a discussion to add the VP for Leadership and Management Development and also the Chair of the Strategic Planning Committee as committee members. The second change would be to include meeting effectiveness and board performance in addition to regularly reviewing the bylaws. The Governance Committee would also like to be involved in designing and overseeing board orientation along with the President-Elect.

Vice President Abou Arraj will provide a tracked changes document reflecting all the proposed changes for the Board to review prior to the June meeting. The Board will approve the committee charter at that meeting as well.

Administration Impact Survey

Attorney Wolk joined the AACRAO Board of Directors in a conversation around the results of the Federal Impact Survey and next steps for monitoring association risks.

The meeting was adjourned at 4:41 PM EDT.

Attachments

Agenda

[March 28-29, 2025 Meeting Minutes](#)

[2025 AACRAO Business Meeting Minutes](#)

ED Report – May 2025

Immediate Past President Report_May 2025

May 2025 PSR Committee Report

May 2025 VP Access & Equity Officer Report

Huang Officer Report_May 2025

Newsome Report May 2025_President Elect

President's Report_May 2025

Governance-May 2025

Hala Officer Report-May 2025

Records & Academic Services Report

VP for Finance – May 2025 Board Report

Strategic Planning Committee Report – May 2025

HRC Committee Report April 2025

VP Robertson Officer Report April 2025

VP at Large May 2025 Report (Jeffers)

VP Admissions and Enrollment Management Report – June 2025

Community Engagement and Norms Document

N&E Handbook (clean copy)