

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

August 18, 2010

Conference Call

**Board Members in Attendance:** Betty Huff, Wanda Simpson Munson, Bruce Cunningham, Nancy Krogh, Adrienne McDay, Brad Myers, Michele Sandlin, Jeff von Munkwitz-Smith, Robert Watkins

**Board Members not in Attendance:** Nora McLaughlin

**Staff Members in Attendance:** Jerome Sullivan, Matt Ogle

**Call to Order**

President Betty Huff called the meeting to order at 2:02p.m. Central Daylight Time.

**Approval of Agenda**

MOTION 2010.8.01 – It was duly moved and seconded that the agenda be approved. ADOPTED

**Minutes**

MOTION 2010.8.02 – It was duly moved and seconded that the minutes from the meeting of the Board of Directors on June 14-15, 2010 be approved as amended. ADOPTED

**Reports of Standing Committees**

Governance Committee

Governance Committee Chair, Past President Simpson Munson updated the Board on the progress of the Board Handbook and the Board survey which is now in an electronic format. Executive Director Sullivan will investigate requirements for updating the mission in our D.C. incorporation documents.

**Report of Ad Hoc Committees**

Board Committee on Governance Task Force

President Huff reported that the Board ad hoc committee, which was created at the June meeting to discuss how the Board will consider the final Governance Task Force report, has met. The committee agreed that it will be effective for the Board to discuss each of the recommendations individually to assess agreement on each, while also considering how the recommendations work together. She reported that during the July conference call discussion, many of the Board members concurred that this would be a useful strategy. President Huff stated the final report will be considered at the October meeting and that the chair of the Governance Task Force, Robert Doolos, will also attend.

**Reports of Officers**

Vice President von Munkwitz-Smith

Vice President for Information Technology von Munkwitz-Smith has been working with Ryan Bingham on the Technology/AMS proposal. Vice President von Munkwitz-Smith will work with Executive Director Sullivan to form an exploratory committee to help develop the proposal.

Vice President Sandlin

Vice President for Admissions and Enrollment Management Sandlin reviewed the written report of the Audit Committee. She noted that the committee has recommended selection of the audit firm, and the

committee has reviewed the filing of the IRS Form 990. The Audit Committee also recommends that the AACRAO staff officers sign the conflict of interest policy. The Board agreed that all Board members should also sign this once a year at the February Board meeting.

Vice President Krogh

VP for Finance Nancy Krogh indicated that the Finance and Investments Committee would like to do a full analysis of financial reports at the October Board meeting.

President Huff

President Huff led a discussion about the Policy Advisory Committee Proposal that was presented to the group.

MOTION 2010.8.03—It was duly moved and seconded that the Policy Advisory Committee be established as described in President Huff's proposal. ADOPTED

President Huff announced that she was changing the membership of the Audit Committee to include Vice President Watkins and that he will no longer serve on the Finance Committee. President Huff is stepping onto the Finance and Investments Committee to fill the vacancy.

**Executive Director Report**

Executive Director Sullivan reviewed his written report.

**Adjournment**

MOTION 2010.8.04 – It was duly moved and seconded that the Board of Directors meeting be adjourned. ADOPTED

The Board of Directors meeting adjourned at 3:14 p.m. Central Daylight Time.

**Attachments**

Board of Directors Meeting Minutes, June 14-15, 2010

Policy Advisory Committee Proposal

Executive Director Report August 2010

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

June 14 and 15, 2010

Seattle, WA

**Board Members in Attendance:** Betty Huff, Wanda Simpson Munson, Nora McLaughlin, Bruce Cunningham, Nancy Krogh, Adrienne McDay, Brad Myers, Michele Sandlin, Jeff von Munkwitz-Smith, Robert Watkins

**Staff Members in Attendance:** Jerome Sullivan, Ryan Bingham, Matt Ogle, Barmak Nassirian (via telephone)

**Call to Order**

President Huff called the meeting to order at 11:37 Pacific Daylight Time.

**Approval of Agenda**

MOTION 2010.6.01 – It was duly moved and seconded that the agenda be approved. ADOPTED

**Minutes**

MOTION 2010.6.02 – It was duly moved and seconded that the minutes from the meeting of the Board of Directors on May 12, 2010 be approved as amended. ADOPTED

**Reports of Standing Committees**

Finance and Investments Committee

MOTION 2010.6.03 – It was duly moved and seconded that the Investments Policy be approved as distributed and be dated June 14, 2010. ADOPTED

The Committee has reviewed the April financial documents and discussed possible future financial risks and opportunities. The Committee requested a report from the Executive Director about the insurance of the Association.

Governance Committee

MOTION 2010.6.04 – It was duly moved and seconded by the Governance Committee that the minutes from the Executive Session of the AACRAO Board of Directors be kept as a part of the Minutes of the Board of Directors.

MOTION 2010.6.05 – It was duly moved and seconded to table motion 2010.6.04 until the Governance Committee has time to examine more options. ADOPTED

MOTION 2010.6.06 – It was duly moved and seconded by the Governance Committee that effective immediately the Strategic Planning Committee and the Program Review and Development Board Committees be merged into the single Strategic Planning/Program Review Committee. ADOPTED

MOTION 2010.6.07 – It was duly moved and seconded by the Governance Committee that the Board of Directors participate in the BoardSource Board Assessment Survey and Report this year. ADOPTED

MOTION 2010.6.08 – It was duly moved and seconded by the Governance Committee that the meetings of the Board of Directors, the Annual Business Meeting, and other committees authorized by AACRAO use the same set of parliamentary rules. DEFEATED

#### Audit Committee

The Chair of the Audit Committee reported that AACRAO has received final audit proposals in response to its Request for Proposals. The AACRAO Office will review the proposals and report their recommendation to the Chair of the Audit Committee. The Committee will make a final selection and report to the Board.

#### Strategic Planning Committee

The Chair of the Strategic Planning Committee reported that the group has met twice since the last meeting of the full Board of Directors. They are undertaking an environmental scan, and they have reviewed the interactions of the Strategic and Operating Plans. The Committee will review the charters of Strategic Planning and the Program Review and Development Committees and will draft a new charter for the combined Strategic Planning/Program Review Committee.

#### Compensation Committee

The Chair of the Compensation Committee reported the Committee will require more members to get through its high volume of work. The Committee recommended that the President and Vice President for Finance be appointed as standing members of the Committee. The Committee also discussed gathering policies and procedures from the AACRAO Office.

#### **Reports of Officers**

##### Vice President Sandlin

Vice President Sandlin is working with her committees to recruit members and is confirming information for the December Leadership Meeting.

##### Vice President Myers

Vice President Myers noted that there are timing challenges for the program committees when the Annual Meeting is fairly late in April and the planning meeting is in early/mid-June. This is particularly true this year because many committee members were not able to be in attendance at the Annual Meeting committee planning discussion on the first day. He is working with Janie Barnett on the Reg 101 schedule for the coming year. Reg 101 will be offered in conjunction with AACRAO-Tech, SEM and the Annual Meeting, and requests have been made for Reg 101 to be offered in conjunction with MSACROA and SACRAO. He anticipates that an on-line Reg 101 will be offered in October/November and January/February.

##### Vice President Krogh

Vice President Krogh asked for any questions regarding the Board of Directors Financial Update from April 2010. Vice President Krogh submitted the draft minutes of the 96th annual business meeting for Board review.

##### Vice President Cunningham

Vice President Cunningham is working on State and Regional assignments. He reported that the State and Regional Committee is going to do a survey of the State and Regional leaders, and that the Member Services Committee and the Mentor Committee are considering merging.

##### Vice President von Munkwitz-Smith

Vice President von Munkwitz-Smith reports that SPEEDE is continuing to do its work, and they are planning to offer a number of sessions at the Tech Conference in July. A Senior Registrar Forum has been created at the Tech Conference to address higher level technology issues. There is a discussion of different types of standards and AACRAO's potential role in setting and endorsing standards.

#### Vice President Watkins

Vice President Watkins reported the International Guide is nearing completion, and the AACRAO-Forum Working Group on the School of Record Issue will have a draft report soon. The Memorandum of Understanding with the Ministry of Education, Science, and Research of the German State of Baden-Wurttemberg and AACRAO is due for renewal in 2010 and Vice President Watkins is working with the Executive Director to complete the process. In addition AACRAO IES's Summer Institute is currently enrolling participants and expects good attendance.

#### Vice President McDay

Vice President McDay reported on activities at the Annual Meeting.

#### Past-President Simpson Munson

The Awards Committee met by conference call and all members participated. The Committee recommended revising the nomination process to make it easier for members to make nominations through an electronic process. The Committee would also like to revamp how the awards are given.

#### President-Elect McLaughlin

President-Elect McLaughlin reported that the Program Committee is working on Annual Meeting sessions and planning.

#### President Huff

President Huff presented an update on the Board meeting calendar.

**President Huff ordered the written reports of the officers to be filed.**

#### **Technology Report and Discussion**

Executive Director Sullivan and Director of Information Technology Ryan Bingham made a presentation on AACRAO's Association Management System and our Association's Website. Executive Director Sullivan would like to begin a process to implement new systems. The Board requested a written proposal about the initiatives at the October meeting.

The Board of Directors meeting recessed at 5:14 Pacific Daylight Time June 14, 2010.

The Board of Directors reconvened at 9:21 Pacific Daylight Time June 15, 2010.

#### **Old Business**

#### Leadership Meeting in 2010

The Board discussed plans for the Leadership Meeting to be held in December 2010. The discussion included how to engage committee members, ideas for integrating and involving members and about the agenda for the December meeting.

#### **Action Items**

The Board's Action Item List was reviewed and updated.

#### **Board Meeting Dates Review**

The dates for upcoming Board meetings were reviewed and confirmed.

#### **Board Actions Following Governance Task Force Report**

The Board discussed how to be prepared to begin discussion of the final report from the Governance Task Force. President Huff will invite the Chair of the Task Force, Robert Doolos, to the October Board

Meeting. The President also appointed an ad hoc committee of Bruce Cunningham, Wanda Simpson-Munson, and herself to develop a process for moving forward with discussion by the Board. This committee will also develop benchmark dates for decisions.

**New Business**

MOTION 2010.6.10 It was duly moved and seconded that the Draft Charter of the Finance and Investments Committee be approved. ADOPTED

MOTION 2010.6.11 It was duly moved and seconded that the Vice President of Finance and the President-Elect be added as standing members of the Compensation Committee. WITHDRAWN

**Executive Director Report**

Executive Director Sullivan presented a review of the highlights of his written report. President Huff ordered the report to be filed.

**Government Relations Update**

Associate Executive Director Barmak Nassirian updated the Board on the current state of Government Relations activities and issues via telephone.

**Executive Session**

The Board met in Executive Session from 2:20 p.m. to 4:00 p.m. Pacific Daylight Time

**Adjournment**

MOTION 2010.6.12 – It was duly moved and seconded that the Board of Directors meeting be adjourned. ADOPTED

The Board of Directors meeting adjourned at 4:12 p.m. Pacific Daylight Time.

**Attachments**

Board of Directors Meeting Minutes, May 12, 2010  
Investments Policy  
Charter of the Finance and Investments Committee  
Executive Director Report June 2010

## Policy Advisory Committee Proposal

The Bylaws of the AACRAO Association state that the Duties of the Board of Directors includes the duty to “determine, monitor and strengthen the Association’s public standing.” To this end, the members of the Board of Directors should be aware of and attempt to influence, where appropriate, public policy and federal regulations. While the Board of Directors is elected by the Association membership and is in a position to be the voice of the Association, it is appropriate and advantageous to solicit the opinion of the broader membership on matters of public policy and regulatory action. Since it is not practical to consult with the entire membership, this proposal is put forward to establish an Advisory Committee to assist the Board in reviewing and responding to issues of public policy and critical legal/legislative issues.

Therefore, it is proposed to create a group of experienced, representative AACRAO members (no more than 10 nor less than 5) recommended by the President and appointed by the Board to serve as a forum for discussion of developing legislation or public opinion/policy topics of interest to the AACRAO membership in particular and higher education in general. This group will not make policy for AACRAO nor commit to position statements, but will assist the Board of Directors and the professional staff at AACRAO in assessing the response and interest of the organization around timely issues.

This Advisory Committee, which will report to the President of the Association in the committee structure, will not be defined as a PAC or lobbying group, but will be advisory only in those areas that are not normally addressed by a specific committee or task force of AACRAO.

## Executive Directors Report for AACRAO Board of Directors Conference Call on August 18, 2010

### General

We have recently extended our contract with Experient until 2013. We are planning to send out a Request for Proposals for after that time period. We are holding off signing hotel contracts past 2014 until we have an active contract for that time. We are not having any problems with Experient, we are simply performing our due diligence.

At the June Board Meeting, the Finance and Investment Committee requested a report on the Insurance of the Association. Jeff Petrucci has prepared a draft form of this report and it should be finalized soon.

The AACRAO Office is working with Past President Wanda Simpson Munson and Awards Committee Chair Tracey Jamison on an awards application. This should be ready to send out by October 1.

### Membership

As of July 31, membership renewals are behind last year by approximately 4% but are ahead of budget by about 9%. August has so far been a very strong month and we are expecting to catch up to last year by the end of this month.

### Publications

The International Guide should be ready for sale by September 1.

EDGE is doing well financially. The Executive Director recently attended a meeting in Austin, TX to discuss EDGE. The plan going forward is to create a formal business plan, to work with our lawyer to perform a risk analysis on the product, and to explore copyrighting the content (it is currently trademarked).

### Meetings

The Technology Conference occurred in June. July financials, which are not final and are based on a series of assumptions, have the meeting about \$7,000 in the red. The meeting is expected to roughly break even.

This year's SEM conference is our next meeting and will be held in Nashville, TN. The program is coming along nicely, and registration recently opened.

### Information Technology

Ryan Bingham is working with VP for Information Technology Jeff von Munkwitz-Smith on a putting together a Steering Committee to advise on the proposed Association Management System (AMS) upgrade. They will be assisting in putting together a proposal which will include a charter, technical specifications, vendor recommendation and a projected expense for the project. This should be ready for the December Board of Directors meeting. If approved, we hope to have this project completed by summer or fall of 2011.



## Finance

Currently, it looks like AACRAO will have a strong finish to the current fiscal year. The office is beginning to work on a Budget and an Operations Plan for 2011-2012. The Executive Director has a call scheduled with VP for Finance Nancy Krogh this Friday to discuss these plans. That the Annual Meeting is happening in mid-March makes timing for these two documents difficult for this year.

## Government Relations

The United States Department of Education released a Notice of Proposed Rule Making (NPRM) for the Title IV program with emphasis on value for students by seeking school accountability for student success. They seek to accomplish this goal by a stronger definition of a credit hour and through efforts to reduce student loan defaults. We have responded to the NPRM.

## Consulting

AACRAO Consulting is having a strong year. AC recently signed contracts with Upper Iowa University, University of Utah and Texas Tech University.

## International Education Services

IES is also have a strong year. They are currently developing new markets with attorneys preparing B1 visas, and forging direct relationships with National Education Ministers, including China, Hong Kong, France and Mexico.