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American Association of Collegiate Registrars and Admissions Officers
Minutes from the Meeting of the Board of Directors
October 19, 2005
Via Conference Call

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Board Members in Attendance: Luz Diaz Barreras, Dan Garcia, Angé Peterson, Joe Roof, Wanda Simpson, Heather Smith, Eric Staab, Paul Wiley

Board Members not in Attendance: Jerry Bracken, Betty Huff

Staff Members in Attendance: Janie Barnett, Kelly James, Barmak Nassirian, Jerry Sullivan

Call to Order
President Roof called the meeting to order at 3:09 P.M. EDT.

Executive Director Update
Executive Director Sullivan updated the Board on several issues (attached).

Old Business

Board Vacancy
MOTION: Pursuant to the recommendation of the Committee on Nominations and Elections (attached), it was duly moved and seconded that the Board appoint Heather Smith as Past-President to fill the vacancy created by the death of Tom Bilger Approved (7/0/0).

Strategic Priorities
President Roof announced that Board members had voted to prioritize strategic issues (attached). The three professional issues identified as most important are:

> 2. The increased demand for higher education in the United States is resulting in socio-demographic challenges for institutions in their efforts to reach out and meet the needs of an increasingly more diverse, often less affluent, and for some institutions, a less academically prepared population of future students.

> 4. The growing importance, costs, and dominance of IT place increased demands on the members of AACRAO, who need additional technology-related resources and skills in addition to the resources and skills they must have in their functional areas of responsibilities

> 3. Increasing pressures for accountability in education are forcing the use of overly simplified, generic measures that do not reflect or allow for important differences in the mission and goals of institutions of higher education.

Association issues identified as most important are:

> 2. In the face of rapid changes on campus affecting its membership, AACRAO need to develop a unified and integrated communication and marketing strategy to actively listen to and effectively inform its membership.

> 4. Participation in AACRAO's leadership and program activities does not yet reflect the cultural, institutional, and professional composition of the membership.

The issues were referred to the appropriate Board committees to develop strategies for addressing them.

New Business
There was no new business.

MOTION – It was duly moved and seconded that the Board of Directors meeting be adjourned.
ADOPTED (8/0)

The meeting was adjourned at 4:39 P.M. EDT.

Attachments
Executive Director Update
AACRAO Strategic Issues
N&E Nomination for Board Vacancy

<u>Meetings – ED report</u>
<u>Board Conference Call 10/19/05</u>

<u>2005 Technology Conference (6325)</u>

The 2005 Student Services Technology Conference was held at the Sheraton Atlanta Hotel on Oct. 9-11, 2005. Going into the meeting, we had 371 preregistered attendees (paid, comps, exhibitors, etc.). This compares to 334 at the same time last year. The final total was 348 last year and 340 in 2003.

This year's conference was extremely successful in the exhibits, corporate presentation and sponsorship areas.

<u>Exhibits</u>
The final number of exhibit booths sold for the 2005 conference was 24. This is a 4.6% increase from last year's conference of 19 exhibitors. The increase of new companies exhibiting is a result of a more focused approach in recruiting new companies from various industry conferences, mailings, and direct sales calls.

The budgeted revenue amount for exhibits at the 2005 Technology conference was $29,100 - the total amount of revenue collected for exhibits was $42,900 totaling $13,800 in additional revenue generated for the 2005 conference.

Last year's 2004 exhibit revenue generated $4,850 over the budgeted $24,600 revenue amount.

<u>Sponsorships</u>
Sponsor revenue also increased at this year's 2005 conference. There were a total of 4 corporate sponsors at this year's conference. They included: Datatel, SunGard SCT, Xap, and the National Transcript Center.

The budgeted revenue amount for sponsorships at the 2005 conference was $4,000 – the total amount of revenue collected for sponsorships this year was $6,000 –a total of $2,000 in additional revenue generated for the 2005 conference. The increase in sponsorship revenue is attributed to a more focused approach on securing higher-priced sponsorships - ultimately maximizing the effect of the sponsoring company's exposure.

Last year's 2004 sponsorship revenue generated $4,000 of the budgeted $8,000 revenue amount.

<u>Corporate Presentations</u>
The 2005 corporate presentation revenue has also shown an increase in generating revenue. There were a total of 10 paid corporate presentations at the 2005 conference. There was one complimentary presentation in lieu of a print error at the 2005 Annual Meeting for one of AACRAO's corporate partners. Despite the complimentary presentation slot, the revenue collected for the 2005 conference still surpassed the 2005 budgeted revenue amount.

The budgeted revenue amount for corporate presentations at the 2005 conference was $15,000 – the amount collected in corporate presentation revenue was $17,400 - $2,400 over the budgeted amount. This increase is a direct result of securing more non-partners to give corporate presentations at the non-member rate.

Last year's 2004 corporate presentation revenue generated $1,800 over the $13,200 budgeted amount.

Summary
The combined total revenue budgeted for the 2005 conference was $48,100 – the total amount of revenue collected for the 2005 conference was $66,300 - $18,200 of additional revenue for the 2005 Technology Conference. In comparison to the 2004 collected revenue of $48,450 - $2,650 over the budgeted amount.

SEM Conference (6305)

The 2005 SEM Conference is scheduled to be held November 13-16, 2005 at the Chicago Hilton in Chicago, IL. Total SEM registration is currently 575 (paid registrants, comps, exhibitors, etc.), which compares to 539 last year at the same time. This is the highest number of preregistrants at this time for all SEM meetings.   486 of paid registrants represent member and nonmember institutions. 52% of them are the second, third, or additional person from their institution.

The Chicago Hilton is sold out on several nights. We have an overflow block at the Palmer House -- about 6 blocks away.

Based on the current figures, the projected outcome of revenue to be generated for this conference is well over the budgeted amount for this year.

Exhibits
There are 34 exhibit booths sold for the 2005 SEM Conference. The budgeted revenue amount for exhibits this year is $51,700 – the amount collected in exhibit revenue is $65,350 - $13,650 over the budgeted amount.

The increase in additional revenue is due to the increase of non-partner companies exhibiting at SEM. This reflects the recruitment of non-partner companies from various trade shows, ad placements, and direct mail campaigns over the past year. The 2005 SEM Conference has been heavily promoted this past year at several conferences as well as in several trade publications.

Last year's 2004 exhibit revenue generated $8,900 over the budgeted $47,700 revenue amount for exhibits.

Sponsorships
Revenue has dramatically increased for the 2005 conference with the addition of the most recent sponsor – Hobsons, who has agreed to sponsor the offsite event at the Adler Planetarium. The sponsorship amount is $10,000.

The budgeted revenue amount for the 2005 conference is $7,000. The amount collected for the 2005 conference in the area of sponsorships will total $17,000. There are six corporate sponsors for this year's conference that include: Datatel, SunGard SCT, Xap, Nelnet, Hobsons, and Azorus.

Last year's 2004 sponsorship revenue generated $7,000 of the $14,500 budgeted amount.

Corporate Presentations
There are a total of 10 corporate presentations scheduled for the 2005 conference. This includes the complimentary presentation to one of the corporate partners in lieu of a printer error at the 2005 Annual Meeting.

The budgeted revenue amount for the corporate presentation area is $22,500 – the amount collected for corporate presentations this year is $21,200. The variance for this is due to more partner companies giving presentations at the member rate with the same number of presentation slots available as last year.

Last year's corporate presentation revenue generated $22,500 - $3,500 over the budgeted $19,000 amount for corporate presentations.

Summary
The total combined revenue to be collected for the 2005 SEM conference is projected to be $103,550 - $22,350 over the budgeted amount of $81,200 - - in comparison to the final collected revenue of $86,100 - $4,900 over the budgeted amount for the 2004 SEM Conference.

Annual Meeting (6105)

The opening of registration and hotel reservations will be announced via email to all members in early November. The brochure will be mailed in late November.

10/19/05P

September 28, 2005

To: Joe Roof, President, AACRAO

From: Christine Kerlin, Chair, N&E

All members of the Nominations and Elections Committee have consulted on the question of filling the vacancy on the Board left by the passing of Tom Bilger, Past-President.

Pursuant to the Bylaws, Article 3, Section 9, we are nominating Heather Smith, former President of AACRAO. Heather has accepted this nomination. We believe that she will serve the Board over the next several months with care, with insight and with good humor, as Tom would have.

The following is Heather's contact information:

 Associate Vice President, Academic Affairs
 Boyden Hall, Room 104
 Bridgewater State College
 131 Summer Street
 Bridgewater, Massachusetts 02325
 Phone: 508-531-2553
 Fax: 508-531-6106
 h2smith@bridgew.edu

We believe the Bylaws indicate that the next step is that the Board will appoint Heather.

If you have any questions, Joe, please let me know.

Best wishes!

AACRAO STRATEGIC ISSUES

Professional Issues

1. The escalating costs of attendance are placing increased pressure on AACRAO members to devise options and inform families and students of affordability opportunities for funding their higher education.

2. The increased demand for higher education in the United States is resulting in socio-demographic challenges for institutions in their efforts to reach out and meet the needs of an increasingly more diverse, often less affluent, and for some institutions, a less academically prepared population of future students. **11111**

3. Increasing pressures for accountability in education are forcing the use of overly simplified, generic measures that do not reflect or allow for important differences in the mission and goals of institutions of higher education. **3333**

4. The growing importance, costs, and dominance of IT place increased demands on the members of AACRAO, who need additional technology-related resources and skills in addition to the resources and skills they must have in their functional areas of responsibilities **22122**

5. The ability of U.S. institutions to attract foreign students is undermined by the perception of a less hospitable U.S. environment, cost of education and increased international competition. **3**

6. Homeland security, emergence of national data warehousing and brokerage services, and increasing concerns about identity theft are raising concerns about privacy and abuse. **22**

7. The detection of fraudulent credentials has been complicated by the proliferation and sophistication of diploma mills. **3**

8. Disaster situations, due to natural and man-made catastrophes, have heightened the need for a disaster preparedness plan. **2**

Association Issues

1. Continuing fiscal constraints on member institutions restrains AACRAO's likelihood of significantly increasing its dues revenue which shifts the need for growth to expanding its non-dues revenue sources. **12**

2. In the face of rapid changes on campus affecting its membership, AACRAO need to develop a unified and integrated communication and marketing strategy to actively listen to and effectively inform its membership. **2112**

3. The committee structure is overly focused on the annual meeting leading to the underutilization of a valuable resource.

4. Participation in AACRAO's leadership and program activities does not yet reflect the cultural, institutional, and professional composition of the membership. **1221**

5. Having no formal criteria for eligibility for corporate membership in AACRAO risks creating implied endorsements that can be misused.