

American Association of Collegiate Registrars and Admissions Officers
Minutes from the Meeting of the Board of Directors
January 18, 2006
Via Conference Call

Board Members in Attendance: Luz Barreras, Jerry Bracken, Dan Garcia, Betty Huff, Angé Peterson, Joseph Roof, Wanda Simpson, Heather Smith, Eric Staab, Paul Wiley

Staff Members in Attendance: Janie Barnett, Kelly James, Jerome Sullivan

Call to Order

President Roof called the meeting to order at 3:07 P.M. EDT.

Minutes from previous Meetings

The Board reviewed draft minutes from its meeting of December 1-4, 2005.

Executive Director Report

Executive Director Sullivan reviewed several issues from his report (attached).

MOTION – It was duly moved and seconded to accept the Executive Director’s report.
ADOPTED (10/0)

Finance Report

Vice-President Wiley presented and the Board discussed the FY 2006 finance report as of November 30, 2005.

Old Business

Review of Action Items

The Board reviewed its list of action items.

Review of February Board Meeting

The Board reviewed plans for its February 2006 Board meeting in Phoenix.

New Business

There was no new business.

Adjournment

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
Finance Report

**Executive Director Report
AACRAO Board of Directors
January 18, 2006**

Publications

1. Publication sales for the first quarter are off to a good start. Sales in October 2005 were \$25,000 (an increase of \$9,765 over last year), November 2005 \$47,722 (an increase of \$23,529 over last year), December 2005 \$33,000 (an increase of \$10,860 over last year).

The increase in sales is due to the bookstore at the SEM meeting which brought in \$19,000 in revenue and the release of the following three publications:

- a. Student Information Systems: A Guide to Implementation Success
 - b. The College Recruiters' Quick Guide
 - c. The Basic Guide to Enrollment Management
2. FERPA 2006 Guide – (Dennis Hicks and committee) scheduled for completion for the 2006 Annual Meeting.
 3. Registrar's Guide – (Barbara Lauren) scheduled for completion for the 2006 Annual Meeting.
 4. UK publication: The IES staff is currently working on the placement recommendations.
 5. The AACRAO staff is working on a quick guide to Diploma Mills and Bogus Institutions. The guide is scheduled for release at the 2006 Annual Meeting.
 6. TCP: On October 14, 2005 an e-mail was sent to each Reporting Officer (containing a PDF of their state's information) requesting a review of their state's sample pages. We are currently assisting Reporting Officers in completing edits of each state's sample pages. As of January 10th the following 11 states still need to be updated: Alabama, Florida, Kentucky, Maryland, Massachusetts, Mississippi, Nevada, New Jersey, Rhode Island, Virgin Islands, and Wyoming.
 7. The Holiday sale on publications started on December 12th and continued until the end of the month.

Membership

1. As of December 31, 2005, the dues revenue from Corporate Partners is \$128,003. The \$10,560 increase from this time last year is due to the change in the fee schedule. Thirteen of the Corporate Partners that were paying \$750 last year are now paying \$2,000.
2. As of December 31, membership dues are ahead of last year by approximately \$60,000. We have collected 95% of the dues compared to 2005 as of January 10, 2006.
3. As of December 31, we have a total of 94 new members this year (53 institutional, 24 Affiliates, 5 Organizational, 7 Individuals and 5 Corporates).
4. Potential members – we are currently working with institutions/individuals who contacted us directly via phone or email in November and December regarding AACRAO membership.
5. Corporate Criteria – Proposed 2 options – see page 2.

Proposed New Corporate Membership Criteria

The following is the current criteria for Corporate Membership and the proposed new criteria for Corporate Membership for consideration by the Board of Directors:

Current Criteria:

Corporate partnerships in the American Association of Collegiate Registrars and Admissions Officers (AACRAO) are available to individuals or organizations, whether for profit or non-profit, that provide products and services that assist or benefit the needs or purposes of AACRAO members.

Proposed Criteria:

1. With NACES clause

Corporate partnerships in the American Association of Collegiate Registrars and Admissions Officers (AACRAO) are available to individuals or organizations, whether for profit or non-profit, that provide products and services that assist or benefit the needs or purposes of AACRAO members.

To be eligible for corporate partnership with AACRAO, a company must:

- Have at least three years' operation in current corporate form.¹
- Submit one reference by an active AACRAO voting member.
- Agree to and abide by the AACRAO Corporate Membership Policy.
- Provide a corporate profile and documentation of gross revenue.

In addition, Credential Evaluation Services must be members of NACES (National Association of Credential Evaluation Services) and/or its evaluators must have no less than five years of full-time experience in foreign student admissions as an employee of an academic institution in the United States that has regional accreditation.

2. Without NACES clause

Corporate partnerships in the American Association of Collegiate Registrars and Admissions Officers (AACRAO) are available to individuals or organizations, whether for profit or non-profit, that provide products and services that assist or benefit the needs or purposes of AACRAO members.

To be eligible for corporate partnership with AACRAO, a company must:

- Have at least three years' operation in current corporate form.²
- Submit one reference by an active AACRAO voting member.
- Agree to and abide by the AACRAO Corporate Membership Policy.
- Provide a corporate profile and documentation of gross revenue.

MIS/Web Services

IES Server Upgrade

AACRAO installed a powerful new server to support IES's document imaging capabilities. With the new server, IES evaluators can now access document images from any web-enabled location simply by visiting a web page. In addition, the speed of every day processes such as document scanning and batching has been greatly increased. The IES server upgrade allowed AACRAO to retire the previous imaging server, which because of age and obsolete software was a significant support and security liability.

Web Redesign

AACRAO is currently in the process of transferring existing web content into the new design template and is on schedule to go live with the new page during the first quarter of 2006. The new Google search feature will be included in the overall redesign announcement and has already proven in testing to be a powerful tool for navigating the site.

¹ i.e. an entity that was unincorporated until one year before the date of application would have to wait two additional years before being eligible. Applicants may be asked to provide a certificate of incorporation and tax returns for the three years that immediately precede the year of application. A letter from a CPA or an auditor attesting to the net revenues of closely-held entities may be substituted for the tax returns.

² i.e. an entity that was unincorporated until one year before the date of application would have to wait two additional years before being eligible. Applicants may be asked to provide a certificate of incorporation and tax returns for the three years that immediately precede the year of application. A letter from a CPA or an auditor attesting to the net revenues of closely-held entities may be substituted for the tax returns.

New Timesheet System

AACRAO installed a new in-house timesheet system to track staff time. The new system offers a number of improvements over the old, including a simplified user interface, cross-browser compatibility, improved reporting for accounting, and potential integration with other services such as ADP payroll. Because the timesheet system is hosted in-house, AACRAO has greater flexibility to modify and customize the system to meet the needs of end users and accounting staff.

Board Web Page

AACRAO has expanded the existing Board web page to include information and documents requested by the Board. The revamped page is currently being reviewed and will undergo further transformation based on Board and staff feedback.

Mail Security System Upgrade

AACRAO performed a major upgrade to the email security system which protects the AACRAO office from email-borne viruses and spam. While transparent to end users, this system is integral to the security and stability of the AACRAO network. Because this system is kept current and carefully configured, AACRAO has not experienced a single virus infection in over three years and receives a minimal amount of spam.

Annual Meeting Facilitator Sign-up Form

As part of the ongoing in-house web development, AACRAO developed a sign-up form for attendees interested in facilitating sessions at the Annual Meeting. Potential facilitators can indicate availability by both time period and interest track. The new system will notify concerned parties by email when there is a sign-up and provide summary spreadsheets of all sign-ups to date.

Government Relations Update Since 12/2/05 BOD Mtg

1. Budget Reconciliation Bill (S. 1932)

- Cuts student loans by \$13 billion over 5 years some 50% of which is a direct hit on borrowers the other half consisting of subsidy cost to lenders and Guaranty Agencies some of which are likely to be passed to borrowers
- Eliminates the 50 Percent Rule (which prevents Title IV institutions from offering more than 50 percent of their courses or enrolling more than 50 percent of students in distance education.)
- Creates a new academic competitiveness grant program with significant implications for registrars (involves Secretary's definitions of academically rigorous high school curricula, eligible majors, definitions/equivalencies of 3.0 G.P.A.) Potential role for AACRAO in assisting the Department of Education with regulation drafts and a new role for Registrars on campus.

Creates new roles for guaranty agencies (*memo attached*)

2. Defense Appropriation Act (H.R. 2863)

- Includes minor hurricane relief for institutions of higher education. The Higher Education Hurricane Relief Act of 2005 was incorporated into subpart B of the legislation, but the Transfer Mandate was stripped out before the language was attached. Explain that Transfer Mandate has not been enacted in any legislation but all indications point to another effort on the part of the house committee to attempt to enact it.

- Prospects for a full fledged reauthorization remain uncertain, but the 2 committees (House and Senate) continue to publicly insist that they will pass a reauthorization bill this spring.
3. CALEA- AACRAO joined a coalition of higher education organizations to submit comments on the Federal Communications Commissions Proposed rules on wire tap compliance (CALEA is the Communications Assistance for Law Enforcement Act.)

AACRAO Annual Meeting

Annual meeting registration and hotel reservations indicate that we are on track to at least equal the record attendance in New York last year. With 13 weeks to go, registration is the same as New York's at this time and hotel reservations are 25% higher.

Most of the hotel reservations are at the Marriott which we expect to sell out before the cut off date. Once it does, the Hyatt and Hilton will sell out also.

Exhibit sales:

The number of companies who are exhibiting to date is at 91 as compared to 84 last year (this is an increase from 132 booths to 147 which is an 11% increase). We have met about 92% of our exhibit revenue goals.

Consulting Projects

Bigger projects, enrollment management, in progress or about to begin:

CSU Monterey Bay: (EM) Began in December, runs several months. Bob Bontrager w/ Melanie Saracco, and Jim Day

FL A&M U: (EM) First visit in series is end January—Bob, Mel Tyler of U MO Kansas City, and Julie Poorman

Onondaga Community College—(EM) Bob, Gil, and Clayton scheduled for first visit second week in Feb through May

University of Michigan-Dearborn

Smaller enrollment management projects virtually certain to be done:

CSU Channel Islands: (EM) Lisa to draw up contract.

U WI Stevens Point. EM project for March.

Smaller projects:

Chatfield College, OH: Report being approved by school. Clayton Smith was consultant, on whether school's St. Martin site has the potential to attract enough enrollment to fulfill its mission.

Columbus State Community College. Review of registration/records processes, dates to be determined, probably within a month. Sam Conte. End of January.

U KY: Bob to do presentation on promoting achievement among African American students.

Just Completed:

Worcester Polytechnic Institute. Analysis of key registration and records processes. Maureen Carver.

Salem State College. Comprehensive review of the Registrar's Office. Sam Conte, consultant.

International Education Services

The move to the new server and upgrade of the imaging system is now complete. Essentially the system now loads the documents as quickly as the scanner can run the documents - under the Image Now system there was a delay after each set of documents was scanned, and there were more errors in the scanning process.

There are still some minor problems with evaluators learning the new WebNow system but Matt and Ryan are working with each of the the evaluators who are having any difficulty. Overall this is a considerable advancement over the old Image Now system.

2.) Jeff Petrucci is on board and is beginning to assist us in our marketing efforts. He will first attempt to tackle the State of California's Teacher Certification process. (They insist that all of their approved evaluation services follow the "AACRAO standards" yet will not put AACRAO on their approved list of services.) He is also building a contact database (something I started but never had time to work on.) Once completed, he will begin to contact user institutions and organizations for feedback on our service. Then he will move on to those institutions or organizations that do not currently use us.

3.) Worth noting that an informal survey conducted by a Regist-L user ranked AACRAO as second only to WES as a preferred Foreign Transcript Evaluator. This compares to a similar survey a year ago where AACRAO was barely mentioned.

Numbers of files processed

12/1/05 to 1/15/06 618 *

12/1/04 to 1/15/05 534 *

12/1/03 to 1/15/04 442

12/1/02 to 1/15/03 440

* does not include LLM files for LSAC.

One Dupont Circle

Conversations were held with ACE Executives, Daniel Ward and Ben Quillian concerning the building's future and implications for AACRAO's office space lease. ACE is half way through an engineering study to determine renovation needs and their costs. AACRAO's Executive Director, Jerry Sullivan requested consideration of an extension of the current lease along the lines of existing terms. This was not rejected and is under considerations. As an aside, the ACE President thought that major construction would not begin for 4 to 5 years. We should have a clearer view of the future on this issue early spring.

Credit Card Terms

During the lease discussion, I raised the issue of credit card rates and whether or not ACE had any experiencing in negotiating lower rates. I received a voice mail back from their comptroller who said no, but that he planned to. AACRAO will continue to follow up.

Budget 2007

The budget has been through several rounds and it is planned that a draft will be ready for review by the Treasurer on or about January 25, 2006.

December Financial Statements will be ready for review January 19, 2006.