

American Association of Collegiate Registrars and Admissions Officers
Minutes of the Meeting of the Board of Directors
March 22, 2008

Board Members in Attendance: Paul Aucoin, Mary Baxton, Jerry Bracken, Sam Conte, Dan Garcia, Nora McLaughlin, Glenn Munson, Angé Peterson, Wanda Simpson, Paul Wiley

Staff Members in Attendance: Janie Barnett, Barmak Nassirian, Matt Ogle, Jeff Petrucci, Jerome Sullivan

Board Nominees in Attendance

Adrienne McDay, Michele Sandlin, Jeffrey von Munkwitz-Smith

Call to Order

President Aucoin called the meeting to order at 1:34 p.m. EST.

Minutes

MOTION 2008.3.01 – It was duly moved and seconded that the minutes from the meeting of the Board of Directors on February 20, 2008, be approved. ADOPTED

Reports of Officers

President Aucoin ordered the written reports of the officers to be filed.

Reports Standing Committees

President Aucoin ordered the written reports of the standing committees (Administration and Finance, Association Issues, and Professional Issues) to be filed.

Executive Director Report

Executive Director Sullivan began a review of the highlights of his written report.

Recess

President Aucoin declared the Board meeting to be in recess.

Reconvene

The Board reconvened at 2:34 EST.

Executive Director Report (continued)

Executive Director Sullivan completed reviewing the highlights of his written report. President Aucoin ordered the report filed.

Budget and Finance Report

Vice President for Finance Conte reviewed highlights of the financial update for January 2008. President Aucoin ordered the report filed.

Unfinished Business

The Board reviewed the staff retirement plan.

MOTION 2008.3.02 – It was duly moved and seconded that the AACRAO Board of Directors approve the revised staff retirement plan. ADOPTED

The Board reviewed and updated its list of action items.

New Business

President Aucoin reported that the members of the Task Force on Ethics and Conflict of Interest were appointed. The members are: Dennis Hicks, Indiana University East (chair); Mike Allen, University of Texas at Austin; Tim Amyx, Volunteer State Community College; Elliott Baker, Slippery Rock University; Michelle Forbes, Louisiana State University Law School; Polly Griffin, Princeton University; Betty Huff, University of California – Santa Barbara; and Art Leak, Anderson University. In addition, Marty Taylor from Global Ethics will serve as a consultant to the Task Force and the following people will serve as ex-officio representatives: Paul Aucoin, Jerry Sullivan, and Matt Ogle.

President-Elect Wiley led a discussion of the self-evaluation instrument obtained through BoardSource that will be used as the Board examines its governing role and responsibilities

MOTION 2008.3.03 – It was duly moved and seconded that the AACRAO Board of Directors engage consultant Berit Lakey through BoardSource to assist the Board in interpreting the results of the upcoming assessment process, and in identifying best practices in non-profit board governance that are consistent with AACRAO's Constitution and Bylaws. ADOPTED

MOTION 2008.3.04 – It was duly moved and seconded that the AACRAO Board of Directors augment the Program Committee with one Board-appointed member to serve a two-year term, the first as Vice-Chair and the second as Chair. ADOPTED

Adjournment

MOTION 2008.3.05 – It was duly moved and seconded that the Board of Directors meeting be adjourned. ADOPTED

The Board of Directors meeting adjourned at 3:41 p.m. EST.

Attachments

Board of Director Meeting Minutes, February, 2008
Administration and Finance Committee Report
Association Issues Committee Report
Professional Issues Committee Report
Board of Directors Financial Update, January 2008
Executive Director Report

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

February 20, 2008
via Conference Call

Board Members in Attendance: Paul Aucoin, Mary Baxton, Jerry Bracken, Dan Garcia, Nora McLaughlin, Glenn Munson, Wanda Simpson, Paul Wiley

Staff Members in Attendance: Jerry Sullivan, Jeff Petrucci, Janie Barnett, Matt Ogle, Elly Flippen

Board Nominees: Adrienne McDay, Jeffrey von Munkwitz-Smith, Michele Sandlin

Call to Order

President Aucoin called the meeting to order at 3:10 p.m. EST.

Minutes

MOTION 2008.2.01 – It was duly moved and seconded that the minutes from the meeting of the Board of Directors on January 25, 2008, BOD be approved. ADOPTED

Reports

No reports were presented at this time.

Unfinished Business

The Board reviewed its list of action items.

MOTION 2008.2.02 – It was duly moved and seconded that the AACRAO Board of Directors take MOTION 2008.1.01 off the table. ADOPTED

MOTION 2008.2.03 – It was duly moved and seconded to accept the report of the external auditors. ADOPTED

New Business

The Executive Director indicated to the AACRAO Board of Directors that registration and room blocks for the 2008 AACRAO Annual Meeting are running ahead of registration and room blocks for this same time last year.

MOTION 2008.2.04 – It was duly moved and seconded that the AACRAO Board of Directors approve the proposed budget for FY 2009. ADOPTED

Adjournment

MOTION 2008.2.05 – It was duly moved and seconded that the Board of Directors meeting be adjourned. ADOPTED

The Board of Directors meeting adjourned at 3:34 p.m. EST.

**American Association of Collegiate Registrars and Admissions Officers
Report of the Administration and Finance Committee of the Board of Directors**

March 22, 2008
Washington, DC

Committee Members in Attendance: Paul Aucoin, Sam Conte, Angé Peterson, Paul Wiley

Staff Members in Attendance: Jerome Sullivan, Jeff Petrucci

Review Budget/Financial Reports

- Vice President for Finance Conte provided a brief review to the Administration & Finance Committee based on the September financial update report.

Executive Director Briefing

- Executive Director Sullivan reviewed the key issues contained in his official report to the Board.

Investment Committee

- Review of first quarter report
 1. Endowment Fund (+0.60%)
 2. Infrastructure Fund (-0.35%)
 3. Strategic Initiatives & Investments Fund (+0.32%)
- Discussion to determine disposition of \$135,000 unrestricted gift deferred to a future Investment Committee meeting.

Compensation Committee

- Executive Director Sullivan reviewed the key issues of the updated staff retirement policy with the Compensation Committee. The Compensation Committee will recommend acceptance of this policy to the full Board.
- Executive Director reviewed the key issues of the November 12, 2007 staff compensation report prepared by Quatt Associates.

Agenda and Minutes

AACRAO: Association Issues Committee

Saturday, March 22, 2008

Orlando, Florida

9:00am to 11:00am

Orlando Marriott World Center, Board Room 20476

Attendees: Mary Baxton, Dan Garcia, Glenn Munson

Old Business

1. Demographic Portrait of the Association

Glenn
Munson

Working with the AACRAO Office to provide demographic information for attendees of the Annual Meeting, SEM, and the Technology Conference on an annual basis. If data can be obtained for past meetings, that information should be supplied as well. Related issues are use of database to assist in nominations for AACRAO awards, for consideration of membership voting online, and expanding membership as indicated below under Ongoing Issues.

AACRAO is making progress in adding membership demographic upgrades/options to the database. Issues of software limitations continue to be addressed.

Ongoing Issues

A. Reviewed Issues from 2007-2008 Strategic Plan Draft listed under item F: Association Issues

5. Expand Membership

The Committee feels that the AACRAO Office/Executive Director have made progress in the following areas:

- a. Create a new process to allow direct billing for additional individual members from member-institutions.
- b. Organize a marketing campaign to attract more individual members from member-institutions.

These items are referred to AACRAO Office for

development.

- c. Develop membership recruitment plan for community colleges.
- d. Develop programming for AACRAO to address issues important to community colleges.

These items are referred to the AACRAO Office in cooperation with Vice President for Access and Equity and the Community College Issues Committee.

The Committee notes that webinars have included issues important to community colleges, and attention to topics for community colleges should continue.

- e. Continue to develop the Financial Aid Committee under the Vice President for Admissions and Enrollment Management to strengthen AACRAO's appeal to this critical demographic group.
- f. Develop programming for AACRAO meetings to address issues on selective admissions.

These items are referred to the AACRAO Office in cooperation with the Vice President for Admissions and Enrollment Management and the appropriate Committees.

- g. Continue initiative with the International Baccalaureate North America (IBNA) to offer admissions professionals an additional incentive to join the Association.

The Committee will work with the AACRAO Office on this item which needs further clarification.

6. Ethics

- a. AACRAO office should review current vendor management practices to see if they are within the understood standards and make adjustments as necessary.
- b. Determine what may constitute best practices as they are likely to evolve as a consequence of recent scrutiny.

The Committee understands that these items will be pursued by the Administrative and Finance Committee.

7. Security and Privacy

- a. Increase training in areas dealing with security and privacy.
- b. Increase public affairs efforts to prevent detrimental remedies.
- c. Increase communication coverage of the issue and AACRAO actions.

The Committee will work with the AACRAO Office on these

8. Governance

items which need further clarification.

The Committee notes the appearance of SECUREU. The Committee believes that it is important for AACRAO to focus on security and privacy issues especially as they relate to FERPA and encourage the development of program sessions in those areas.

The committee notes that the incoming President has prepared a set of initiatives to move AACRAO ahead in the area of governance.

- a. Review current governance structure and make recommendations.

The Committee will work with President and AACRAO Executive Director on this item.

Adjourn

The Committee adjourned at 10:00am

AGENDA & Minutes

AACRAO

Professional Issues Committee

Saturday, March 22, 2008

9:00 a.m. – 11:00 a.m.

Attendees: Jerry Bracken, Nora McLaughlin, Wanda Simpson

Review Issues from 2007-2008 Strategic Plan		Actions on Strategic Plan
1. Meeting Demand for IT Skills, Support	Jerry Bracken	a. Programming at major conferences – We feel that technology issues should be considered “strategic” at the institutional level. At the Leadership meeting in December, all program committee chairs were asked to provide programs with this focus at the annual meeting. b. Develop research objectives – Mainly unaddressed at this point. Jerry will consult with the Technology Committee regarding this objective. c. See b above d. EDUCAUSE – There is much activity with EDUCAUSE. We are working with them on the Identify Management Symposium and collaborating on many other projects. Jerry feels we have greatly improved our relationship with EDUCAUSE; however, this should remain as a strategic issue for AACRAO. e. SPEEDE XML Standards –Progress is being made on a number of standards—admissions applications and test score reporting to name two. The SPEEDE committee meets each week by conference call to discuss this and other issues. f. Practices in data, privacy, security and integrity. –The Identify Management Symposium will contain content on these issues. There are ongoing sessions at the AACRAO conference on these issues. g. Open Source—The Board approved a statement of support for the Kualu Project.
2. Professional and Leadership Development	Nora McLaughlin	a. Consider need—Complete. We will proceed to develop this leadership opportunity. We need to consider the roll out of this project in conjunction with other new conference projects to remain fiscally responsible. b. Identify knowledge skills – Mostly complete. The plan to work with

		the University of Maryland and their Public Policy school did not work out. New avenues will be discussed. The financial specifics regarding the cost of this consulting still need to be resolved by the Executive Director. These comments will be taken back to the committees for consideration. c. Develop delivery system-- The format of the conference would be to have advanced professional development opportunities – leadership & strategic issues—then more focused (global) topics. The group is considering rolling out a webinars to test different d. d & e. Workshops for Registrars/Admissions-- It has been decided to address both registrars and admissions at the same series of advanced workshops. e. This concept continues to be developed.
3. Transfer Issues	Wanda Simpson	a. Database of transfer practitioners—A Listerv is being developed taken from AACRAO members and webinar attendees. b. Wanda reported that the Transfer Issues Committee will offer another Webinar later in 2008. Seth Kamen is the new chair. c. Review Transfer Conference – The Transfer Issues conference was held February 17-18, 2008 in Washington, D.C. The conference focused on Critical Issues in transfer and had over 250 in attendance. The evaluations from the attendees were positive. d. Expand relationship with regional transfer organizations—Because AACRAO is now sponsoring a national conference this might be a catalyst to bring some of the regional transfer meetings together.
4. Ethics		a. The committee is interested in the current status of the Ethics Task Force. We are willing to participate in any way necessary. We see from the conference SCRIPT that the task force is meeting at the Orlando conference to define and outline the goals. b. Develop program content on ethics-- The committee asked all vice presidents to encourage their committees to include sessions on professional ethics at the Chicago annual conference. We feel that there should be focused sessions on applied/practical ethics relating to admissions, registrar's office, purchasing, vendor selection, etc., not just on general ethics. We also recommend that we have a speaker on ethics at one of the keynote/plenary sessions in Chicago.
Other Issues		The committee discussed CERPP. The committee discussed the status of the BoardSource Board evaluation processes. Jerry and Wanda are serving on an ad hoc committee to investigate BoardSource and to interview a possible consultant. A conference call was held with the Board members and then another one with a consultant. This process is moving along.

Adjourn

The committee adjourned at 11:35 AM



AACRAO Monthly Financial Update

Highlights | Fiscal Year 2008 | January 2008

Presented: Jerry Sullivan and Samuel Conte

Overview

As of the fourth month of the 2008 fiscal year, AACRAO has a net operating loss of **\$87** for the month and an overall gain of **\$217,962** for the year.

In addition, the fund investments decreased by **\$276,544** for the month and by **\$255,648** for the year. The overall net sustained a loss of **\$276,632** for the month but maintained a gain of **\$97,314** for the year.

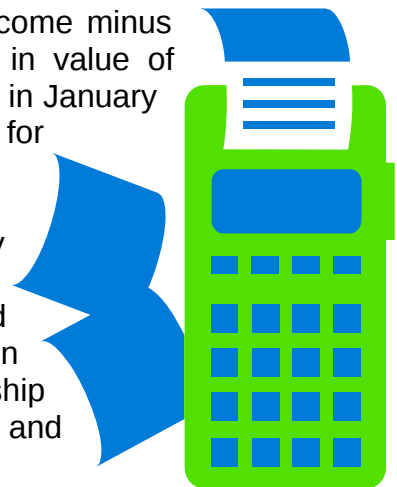
Financial Position

	January 2008	December 2007	Change
Cash/Op Investment	1,333,498	1,130,733	202,765
Investments	4,902,717	5,179,262	(276,544)
A/R	141,272	118,966	22,306
Prepaid Expenses	317,544	270,934	46,610
Total Assets	7,046,663	7,046,437	226
A/P	133,216	193,510	(60,294)
Unearned Income	2,132,180	1,793,421	338,759
Total Liabilities	2,580,921	2,304,063	276,858
Net Assets	4,465,741	4,742,373	(276,632)

In terms of the accounts, the increase in cash is a reflection out flows for normal operating activities combined with continued increases in cash collections relating the Annual Meeting.

The decrease in investments of **\$276,544** reflects interest income minus fees for a total of net of \$13,674 combined with the loss in value of \$290,219. Prepaid expenses and unearned income increased in January due to the collection of monies and payments of expenditures for the Annual Meeting.

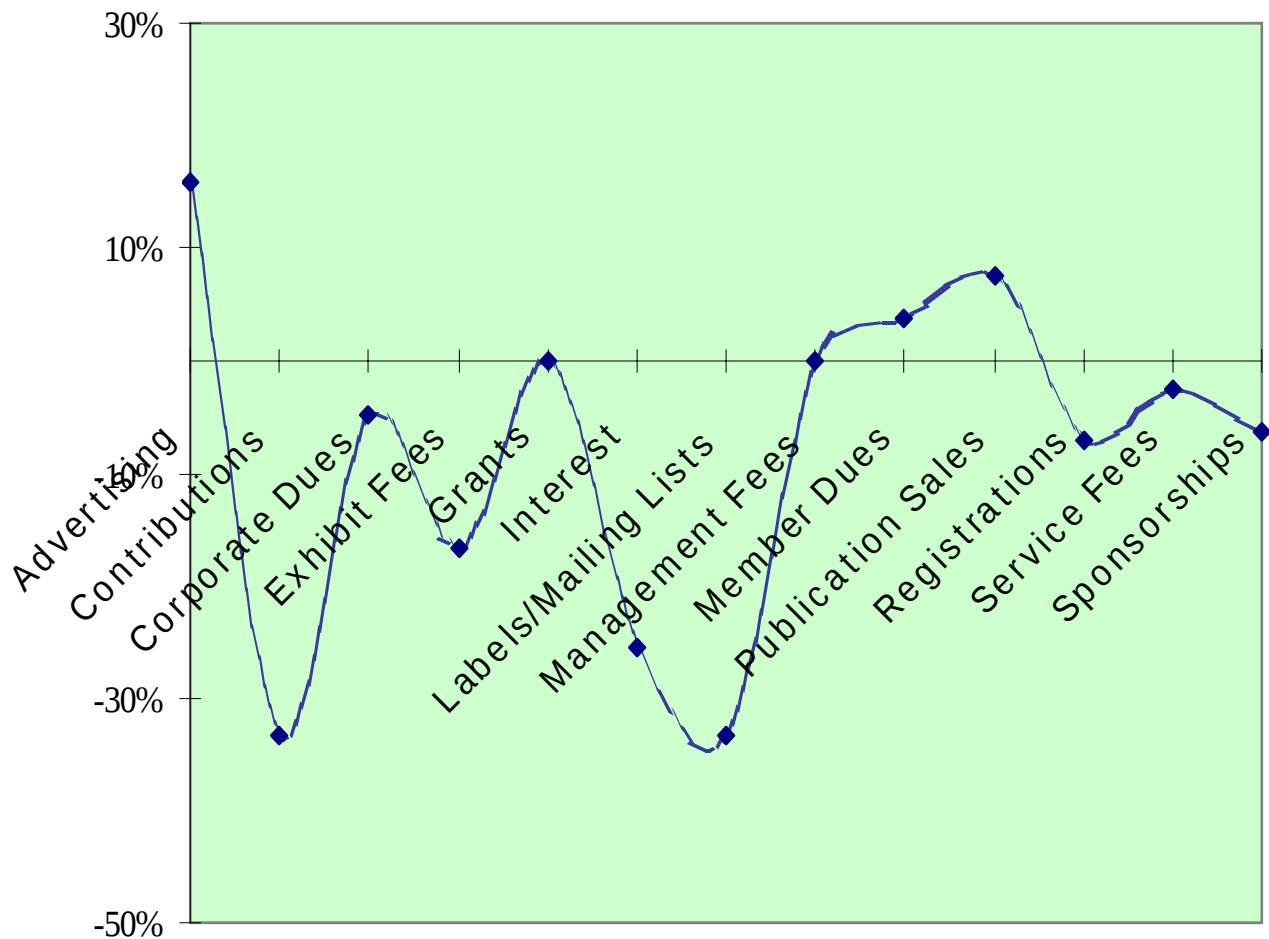
As a result of the cross over between the dues year (July through June) and the fiscal year (October through September), three month of 2007/2008 dues were recognized in FY 2006/2007 while the other four months have been recognized in FY 2007/2008. For the 2007/2008 membership year, **\$2,255,203** has been collected for membership dues and **\$129,165** has been collected for corporate dues.



Statement of Activities

Revenues: Revenues for the four months are **\$2,507,589** or **30%** of budget (or **3% below** budget expectations.) Three revenue generating activities exceeded their budget expectations of **33%**, while ten are either at or fell below expectations:

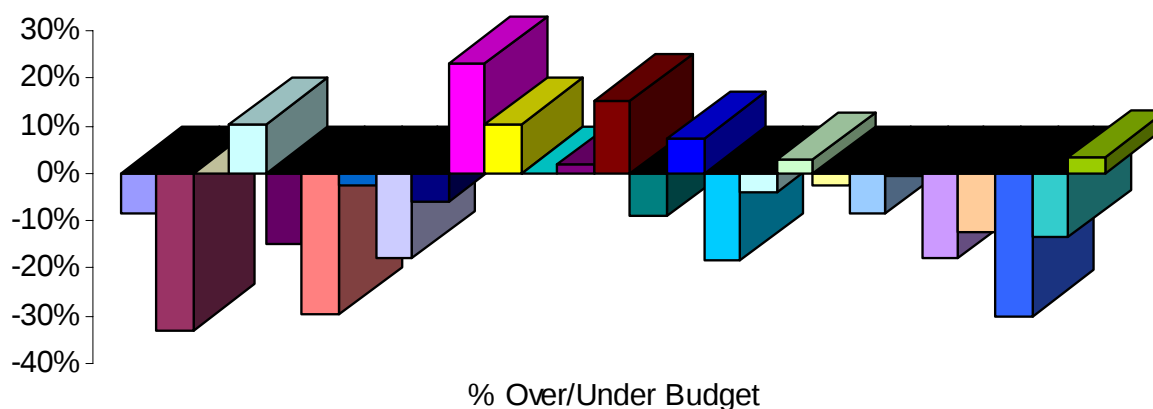
% Over/Under Budget



Exceeding Expectations:

- Advertising: 16% | \$26,445
- Member Dues: 4% | \$86,048
- Publication Sales: 7% | \$35,208

Expenses: Expenses in total for the four months are **\$2,289,627** or **29%** of budget (5% below budget expectations.) Eight expense activities exceeded their budgets, (six relating directly to SEM) while nineteen are either at or fell below budget.



Advertising and Promotions	Awards, Scholarships and Grants
Bad Debts	Bank Charges
Consulting/Outside Services	Contingencies
Depreciation	Equipment Rental
Fringe Benefits	General Taxes
Insurance	Interest
Legal and Accounting	Meals, Lodging and Entertainment
Meeting Costs	Memberships and Subscriptions
Other Expenses	Payroll Taxes
Postage and Delivery	Printing, Production and Duplicating

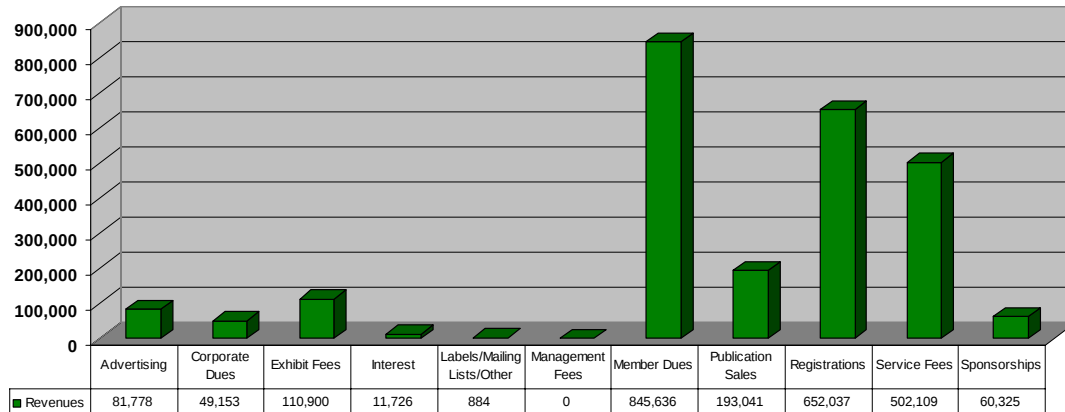
Exceeded Budget:

- Bank Charges: 10% | \$17,086
- General Taxes: 23% | \$2,325
- Insurance: 10% | \$4,598
- Legal and Accounting: 2% | \$6,223
- Meals and Lodging: 15% | \$48,269
- Memberships and Subscriptions: 7% | \$3,516
- Postage and Delivery: 3% | \$4,482
- Travel: 3% | \$8,856

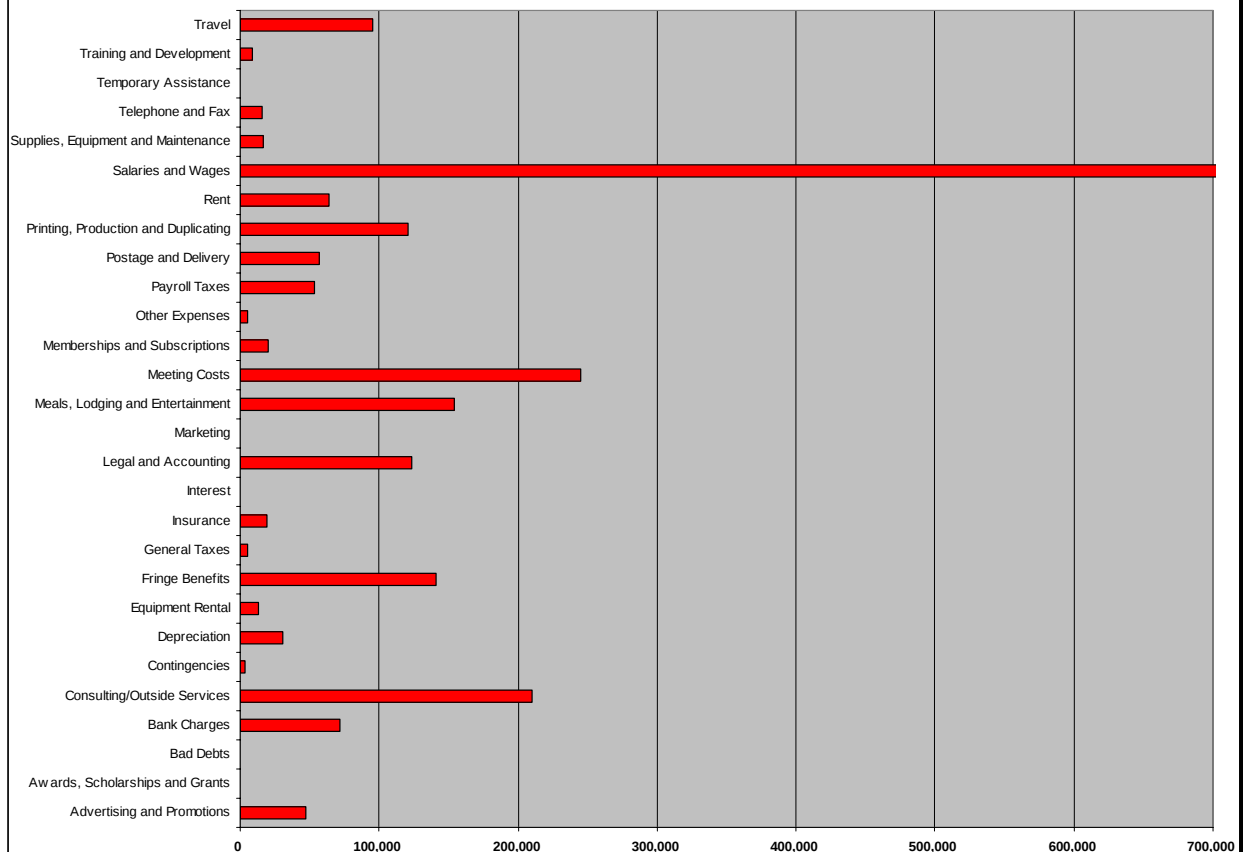
SEM's supporting expenses (insurance, meals and lodging, meeting costs, postage, and travel) decreased accordingly. The one time payment of AACRAO's unrelated business income tax pushed general taxes higher for the month of January.

AACRAO Revenue and Expense Analysis – Year-to-Date

Actual Revenue



Actual Expenses



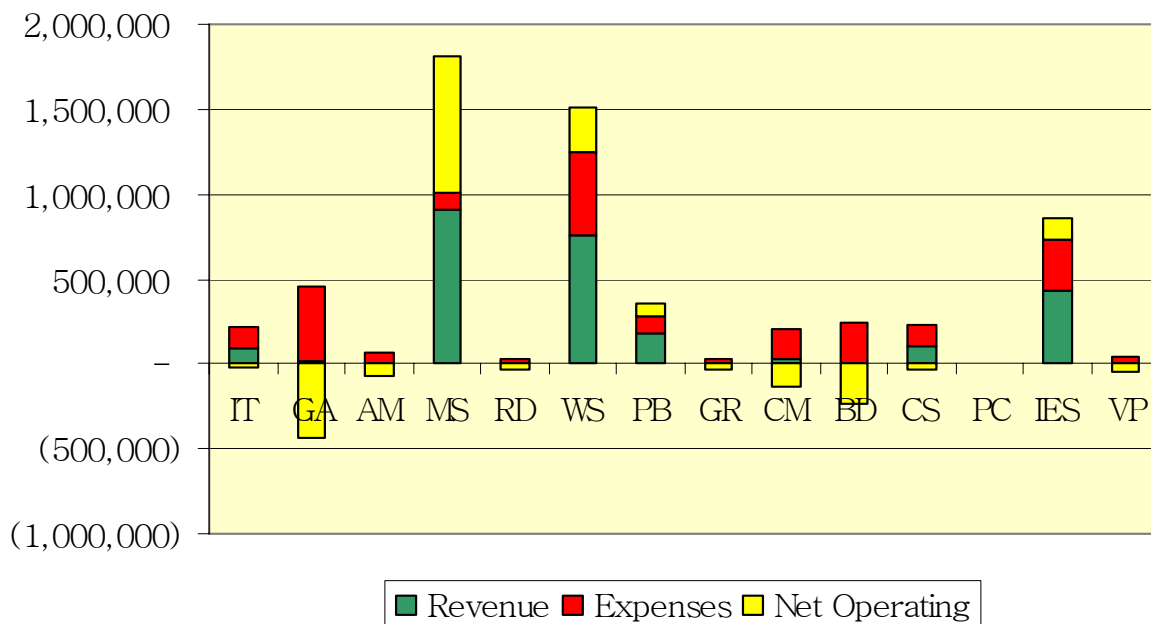
AACRAO By Department Analysis

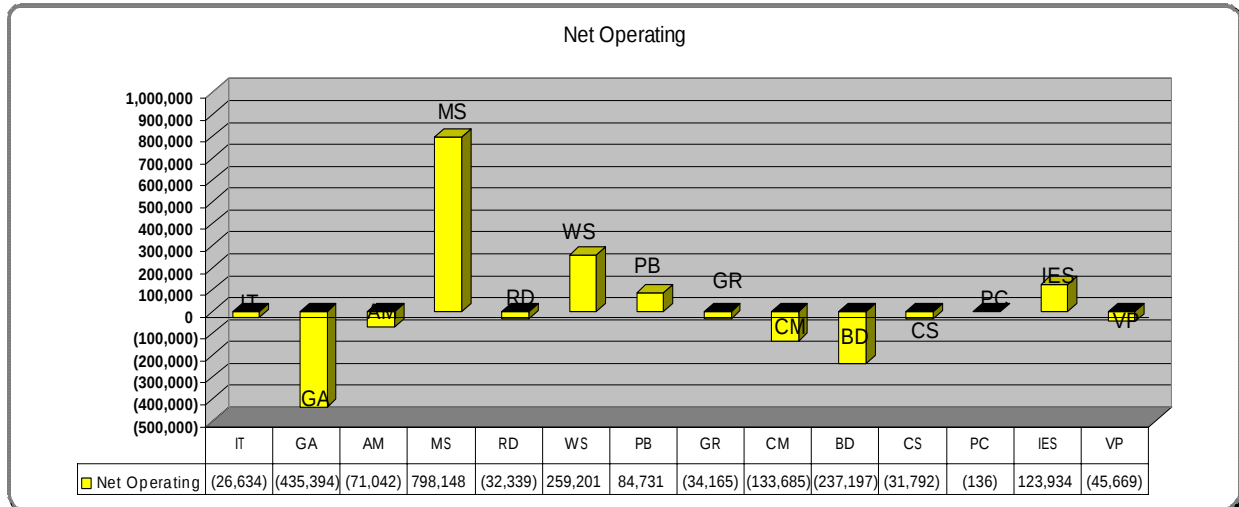
As of 1/31/08	IES	AC	Pubs Dept	Meetings	Total AACRAO
Revenue	428,123	98,485	180,845	754,227	2,507,589
Expenses	304,190	130,277	96,114	566,068	2,289,627
Net Operating	123,934	(31,792)	84,731	188,159	217,962
<i>Gifts/Bequests</i>					135,000
<i>Investments</i>					(255,648)
Net Income					97,314

GA: General and Administrative **AM:** Annual Meeting **WS:** Meetings/Workshops **PB:** Publications

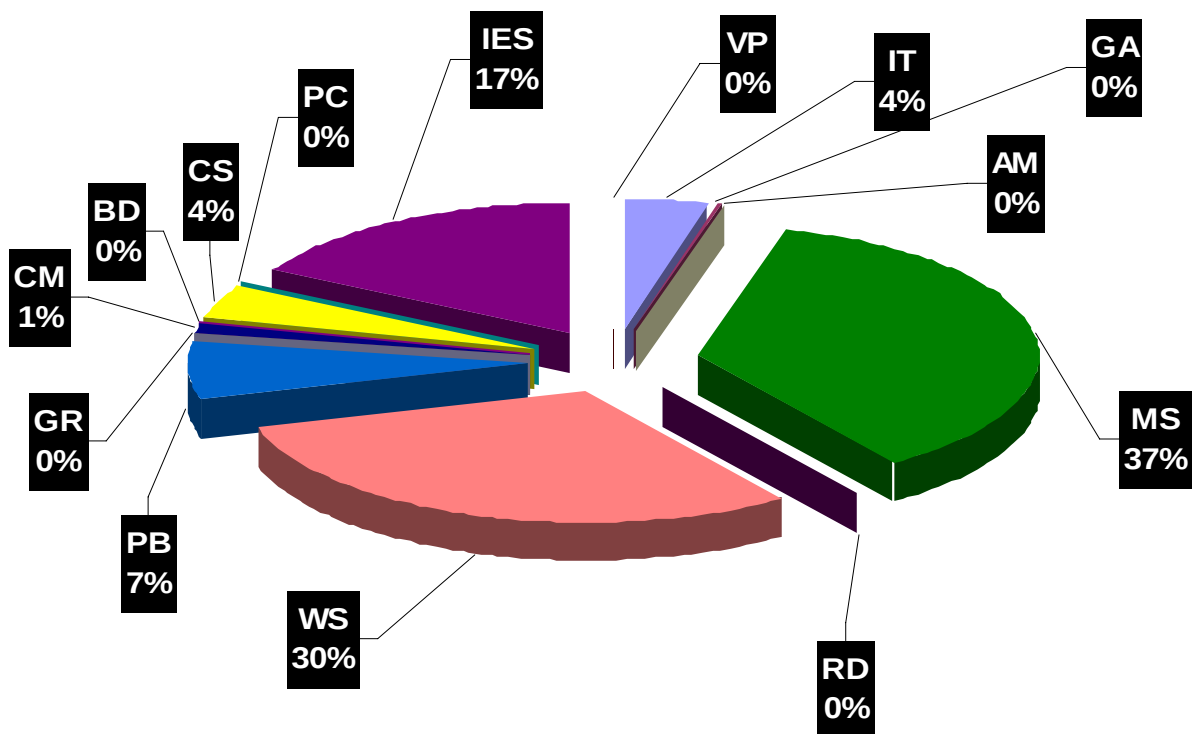
CM: Comm./Gov't Relations **BD:** Governance **CS:** AACRAO Consulting **PC:** Projects

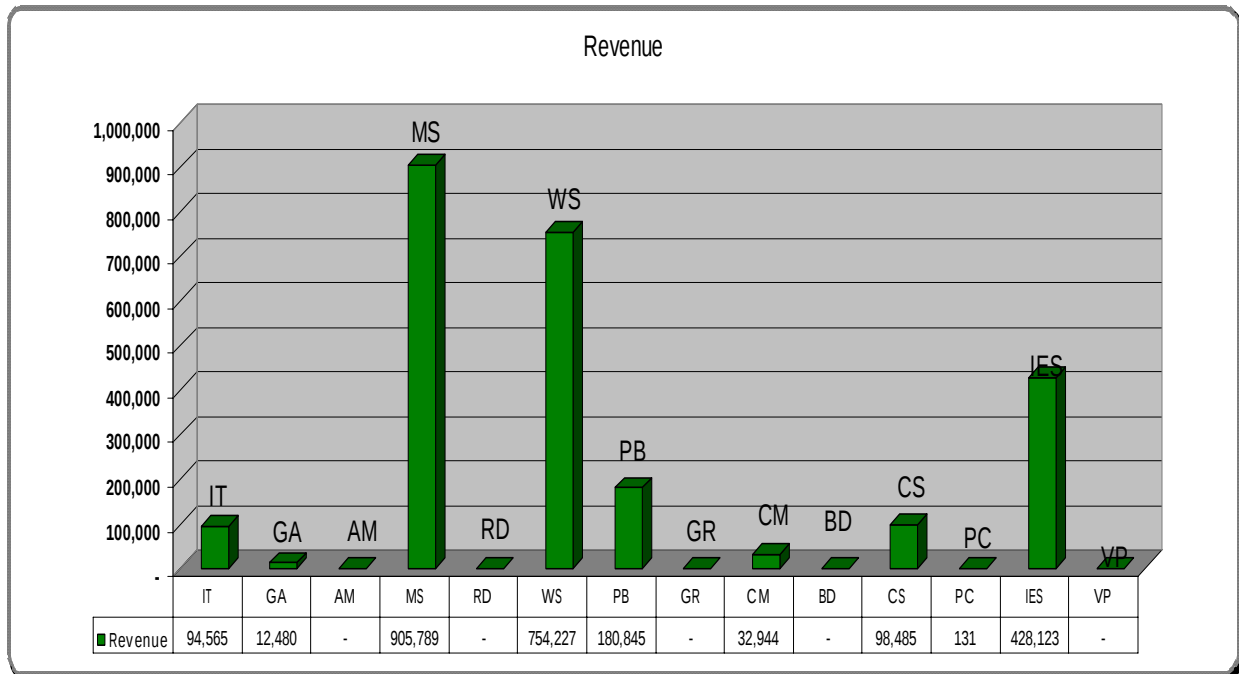
IES: IES **VP:** VPs



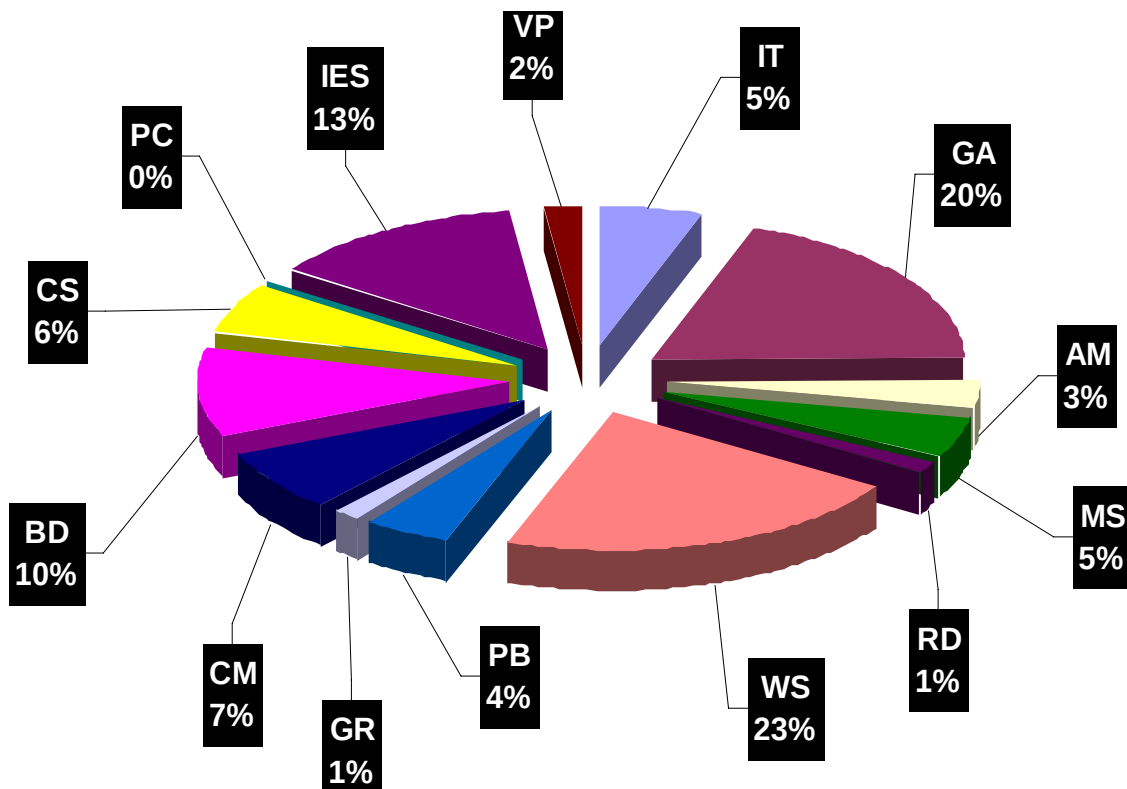


Revenues

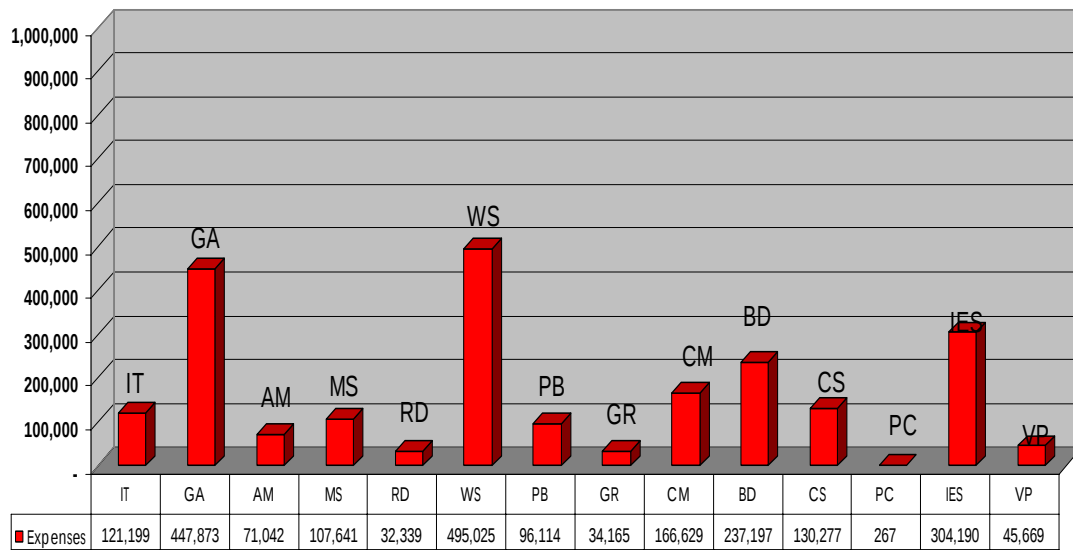




Expenses



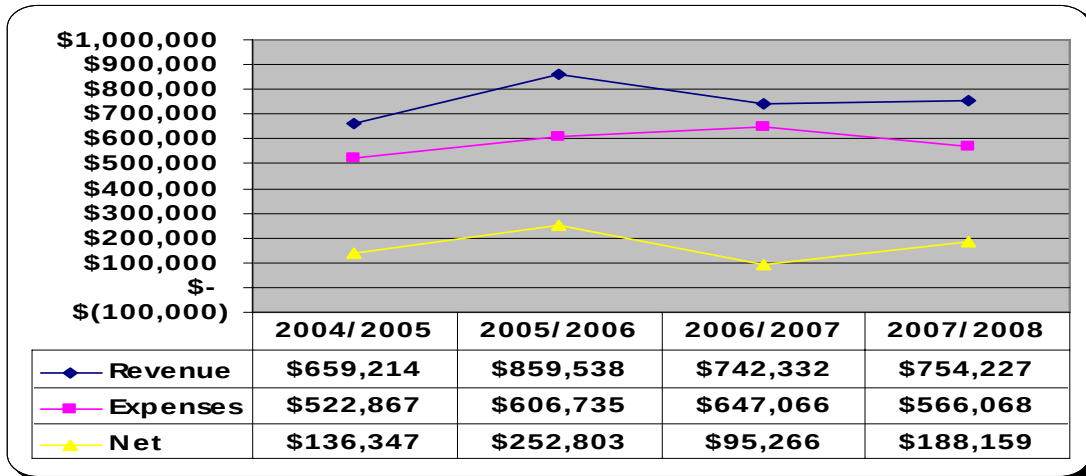
Expenses



AACRAO Business Lines – Comparative Data

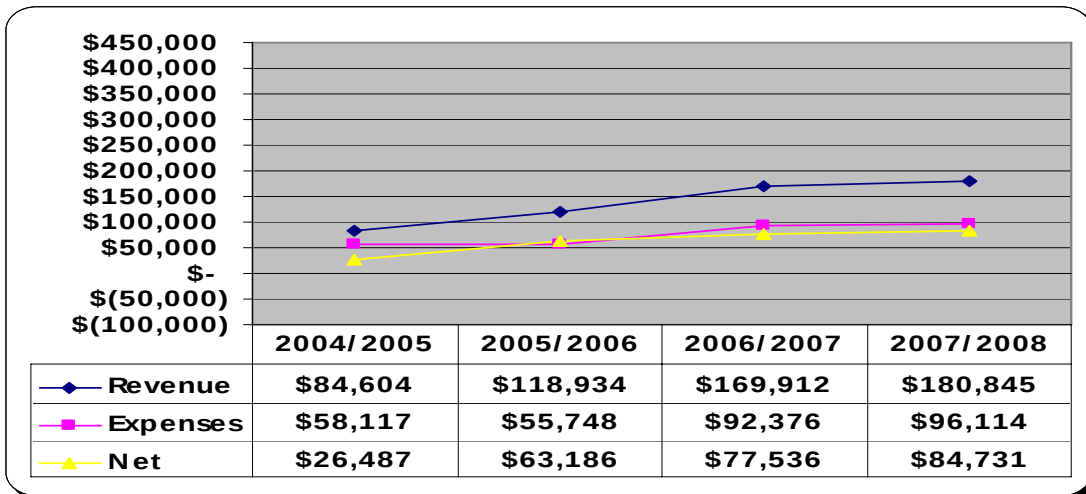
The following charts compare department activities YTD over the past four years:

MTS

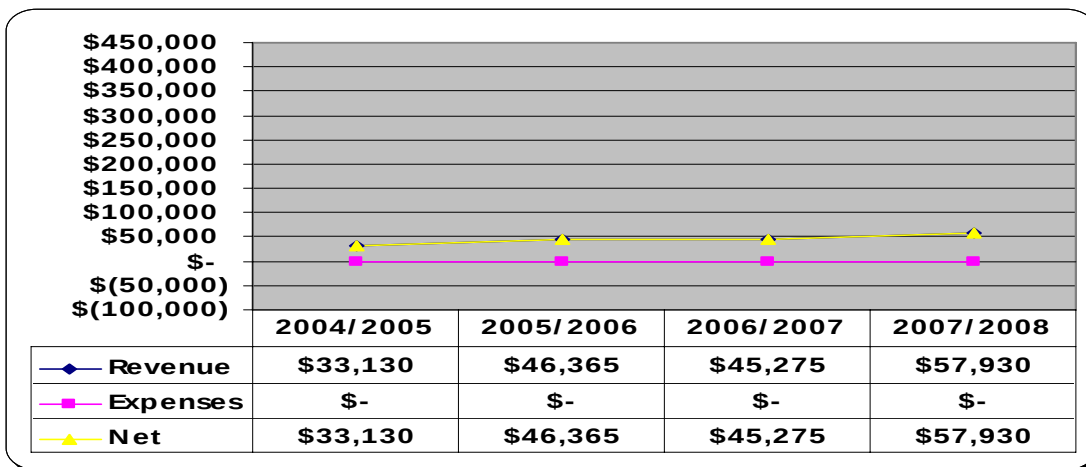


(Annual Meeting and Meetings and Workshops)

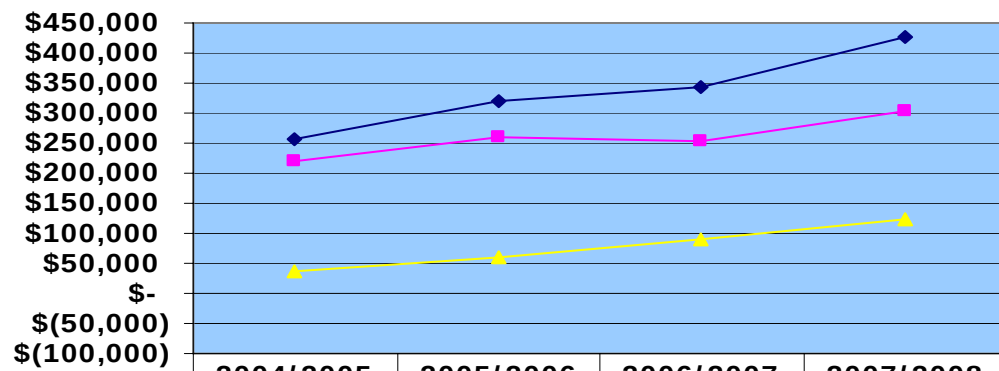
PUB



JOL

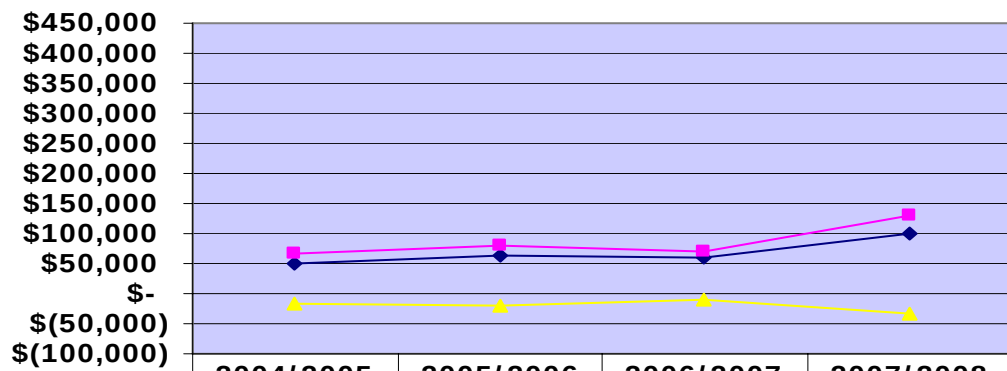


IES



	2004/2005	2005/2006	2006/2007	2007/2008
Revenue	\$256,449	\$319,489	\$342,678	\$428,123
Expenses	\$220,929	\$259,676	\$252,756	\$304,190
Net	\$35,520	\$59,814	\$89,921	\$123,934

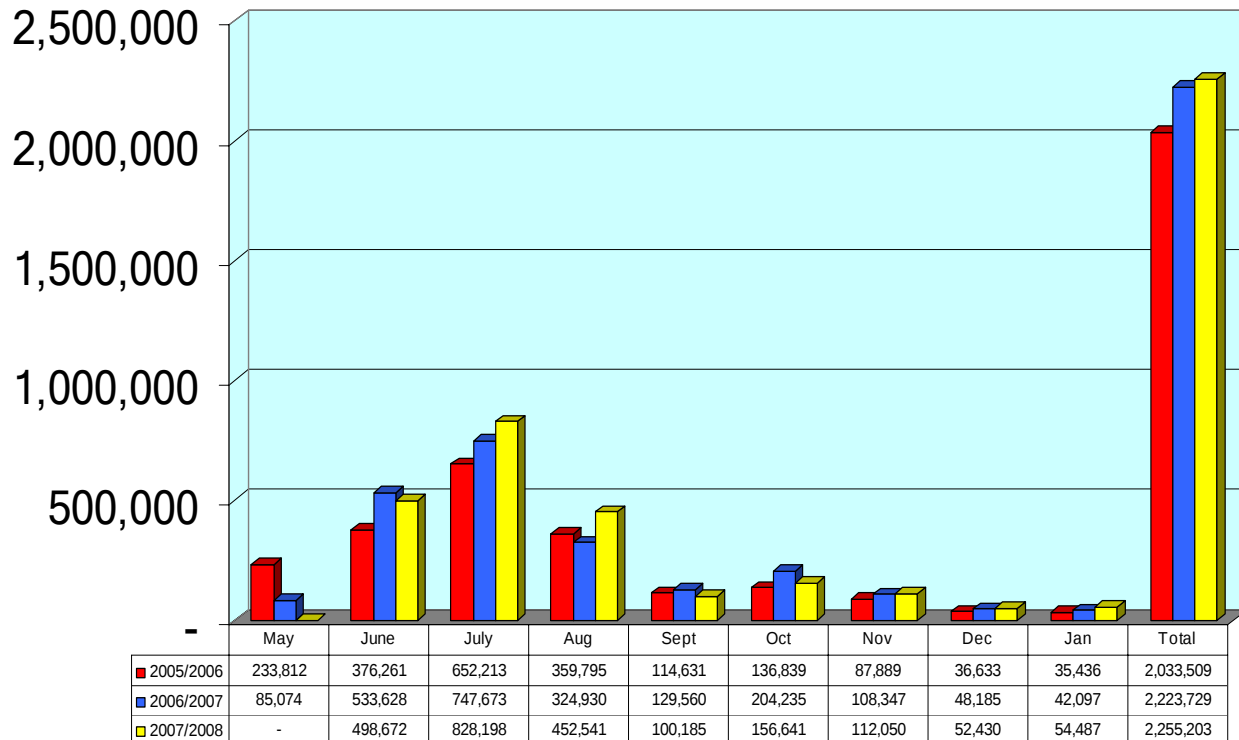
AC



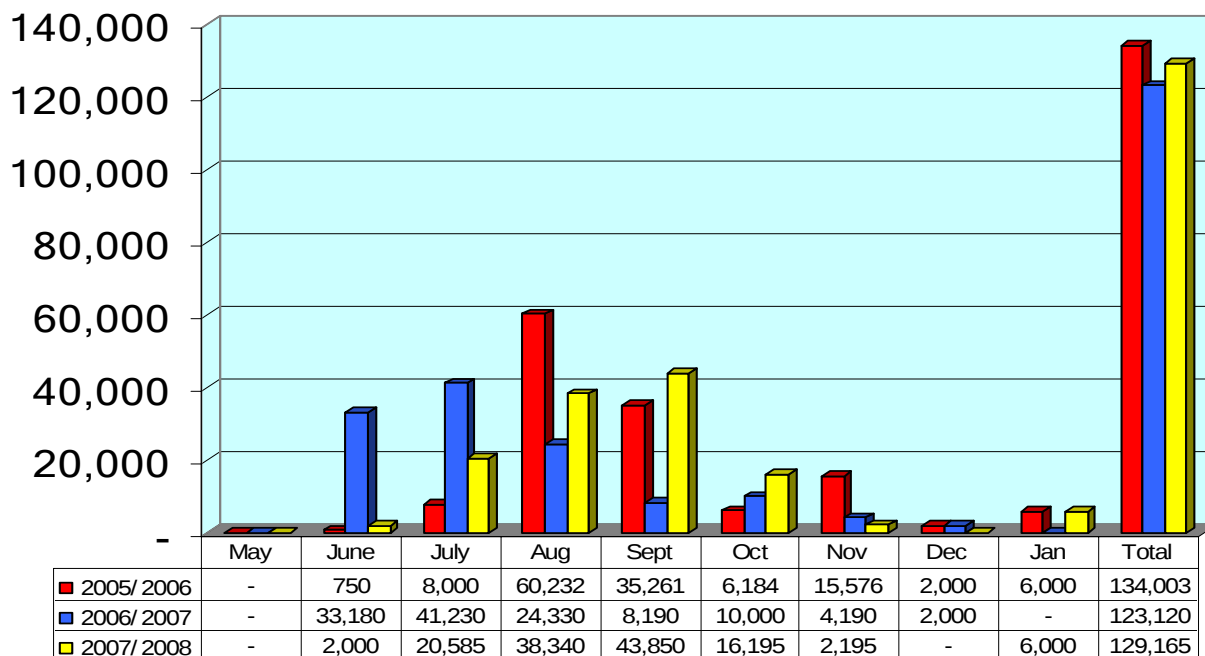
	2004/2005	2005/2006	2006/2007	2007/2008
Revenue	\$50,300	\$62,250	\$60,725	\$98,485
Expenses	\$65,372	\$81,515	\$70,442	\$130,277
Net	\$(15,072)	\$(19,265)	\$(9,717)	\$(31,792)

Appendix

Membership Dues: Cash Collections | Comparative Numbers



Corporate Dues: Cash Collections | Comparative Numbers





AMERICAN ASSOCIATION OF COLLEGIATE REGISTRARS
AND ADMISSIONS OFFICERS

EXECUTIVE DIRECTOR'S REPORT
MARCH 2008

TABLE OF CONTENTS

MIS/INFORMATION TECHNOLOGY		3	
Webinars	3		
Web Services	3		
ACCOUNTING		5	
Accounting	5		
Financial Position	5		
Statement of Activities		6	
Expenses	7		
AACRAO Revenue and Expense Analysis		8	
AACRAO by Department Analysis		9	
Revenues	10		
AACRAO Business Lines – Comparative Data		12	
Membership and Corporate Dues: Cash Collections Comparative Numbers		14	
General Operations	14		
ANNUAL MEETING		15	
Current Annual Meeting		15	
Exhibits		17	
MEMBER SERVICES		21	
Member Maintenance	21		
Retention and Recruitment		29	
MEETINGS and WORKSHOPS		34	
Registrar 101	34		
SEM Conference		34	
FERPA Workshop	35		
AACRAO Technology Conference		35	
Admissions Institute	36		
Distributive Learning	36		
Annual Meeting Transfer Conference		36	
Webinars	37		
PUBLICATIONS	37		
General Publications	37		
TCP Publications		44	
AACRAO Electronic Database for Global Education (EDGE)			45
Compliance	45		
COMMUNICATION/GOVERNMENT RELATIONS		46	
Government Relations		46	
Communications		47	
<i>SEM Source</i>	47		
PROJECTS/CONTRACTS	48		
Consulting Services	48		
MARKETING		49	
AACRAO Transfer Conference		50	
AACRAO Consulting	50		
AACRAO Research	51		
AACRAO Centennial	51		

AACRAO Strategic Marketing Partners	51
INTERNATIONAL EDUCATION SERVICES	52
Evaluation Services	52
Winter Institute for International Admissions	52

6000 MIS/INFORMATION TECHNOLOGY

6390 Webinars

AACRAO delivered three successful webinars, including AACRAO's first live video broadcast of a panel discussion on the pending Reauthorization of the Higher Education Act legislation. AACRAO received strongly enthusiastic feedback on the video format and is actively planning additional offerings. AACRAO also produced a webinar on Canadian Enrolment practices targeted specifically to higher education professionals in Canada. Most recently, AACRAO produced a webinar for the American Council on Education on federal lobbying regulations. ACE currently lacks the capability to provide webinars and approached AACRAO to facilitate this event based on the reputation of AACRAO's webinar program. The webinar was attended by presidents of colleges and universities across the country.

6500 Web Services

IES Upgrades

AACRAO designed and deployed a new web-based database application for the IES Foreign Credential Evaluation service. This online application allows remote evaluators to view all evaluation information through a web browser. The evaluators are able to update the status of the evaluation, enter comments and generate notification emails to the applicant. IES evaluators can now complete their work in any setting which has web access.

AACRAO also installed a new high capacity scanner and enhanced the IES database to generate document ID sheets for each application. These document ID sheets contain barcodes which allow the scanned documents to be associated with the proper database record and be automatically routed to the correct evaluator with no user input required. The new scanning system has already made a significant impact on IES document in-processing.

Accounting Upgrades

AACRAO performed an upgrade of the Peachtree accounting system bringing it to the most recent version. The new version has additional functionality including enhanced reporting capabilities. AACRAO also upgraded components of the ecommerce system to comply with stricter data security standards. As part of this effort, staff were trained in best practices for handling sensitive financial data.

Sessions Database Enhancements

AACRAO completed a series of scheduled enhancements to the Annual Meeting sessions database proposed by the Program Committee as part of the annual review of database functionality. These enhancements are currently in place for use at the Orlando Annual Meeting.

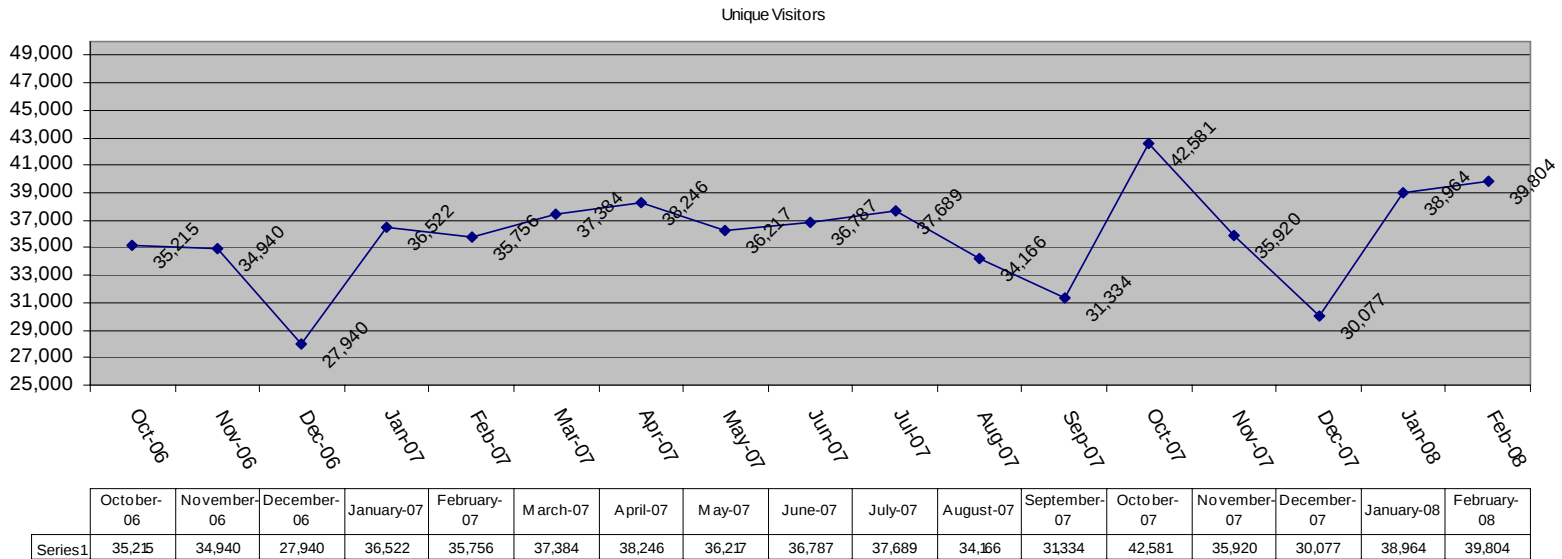
Online Voting

AACRAO online voting closed as scheduled with 7% of the membership voting. Results and demographic reports were provided to the N&E committee.

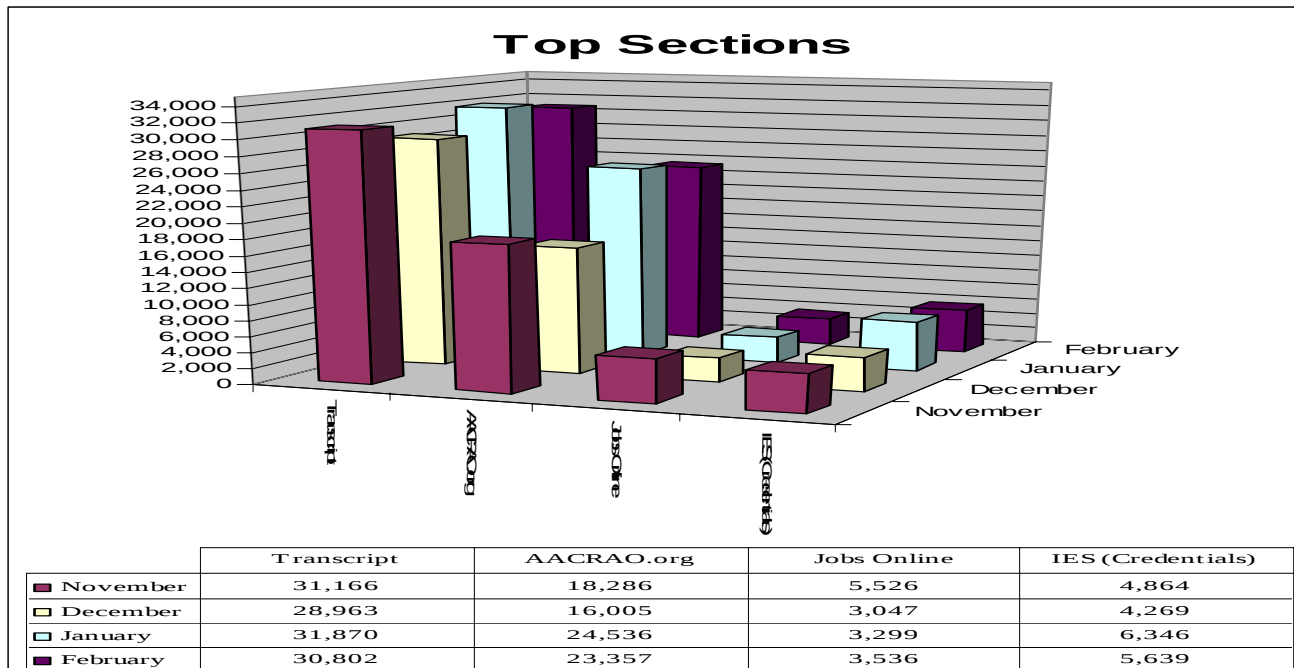
AACRAO CRM Upgrade

AACRAO continues to work with our database developers, Matrix, to prepare for a major upgrade of the AACRAO CRM system. Implementation is scheduled to begin in the second half of Fiscal Year 2008.

AACRAO.ORG Unique Visitors October 2006 – February 2008



AACRAO.ORG Top Sections November 2007- February 2008



GENERAL and ADMINISTRATIVE

6005 Accounting

Overview

AACRAO's operating activities resulted in a deficit of (\$87) for the month and a surplus of \$217,962 for the four months ending January 31, 2008.

The Association's investments portfolio generated a loss of (\$276,544) for the month and (\$255,648) for the four months ending January 31, 2008.

The combined operating and investment activities resulted in a deficit of (\$276,632) for the month and (\$37,686) for the four months ending January 31, 2008.

In addition, AACRAO received \$135,000 in bequests during fiscal year 2008.

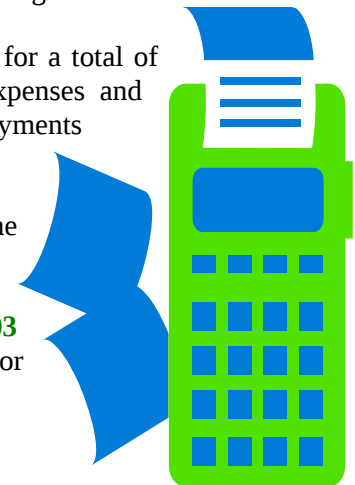
Financial Position

	January 2008	December 2007	Change
Cash/Op Investment	1,333,498	1,130,733	202,765
Investments	4,902,717	5,179,262	(276,544)
A/R	141,272	118,966	22,306
Prepaid Expenses	317,544	270,934	46,610
Total Assets	7,046,663	7,046,437	226
A/P	133,216	193,510	(60,294)
Unearned Income	2,132,180	1,793,421	338,759
Total Liabilities	2,580,921	2,304,063	276,858
Net Assets	4,465,741	4,742,373	(276,632)

In terms of the accounts, the increase in cash is a reflection out flows for normal operating activities combined with continued increases in cash collections relating the Annual Meeting.

The decrease in investments of **\$276,544** reflects interest income minus fees for a total of net of \$13,674 combined with the loss in value of \$290,219. Prepaid expenses and unearned income increased in January due to the collection of monies and payments of expenditures for the Annual Meeting.

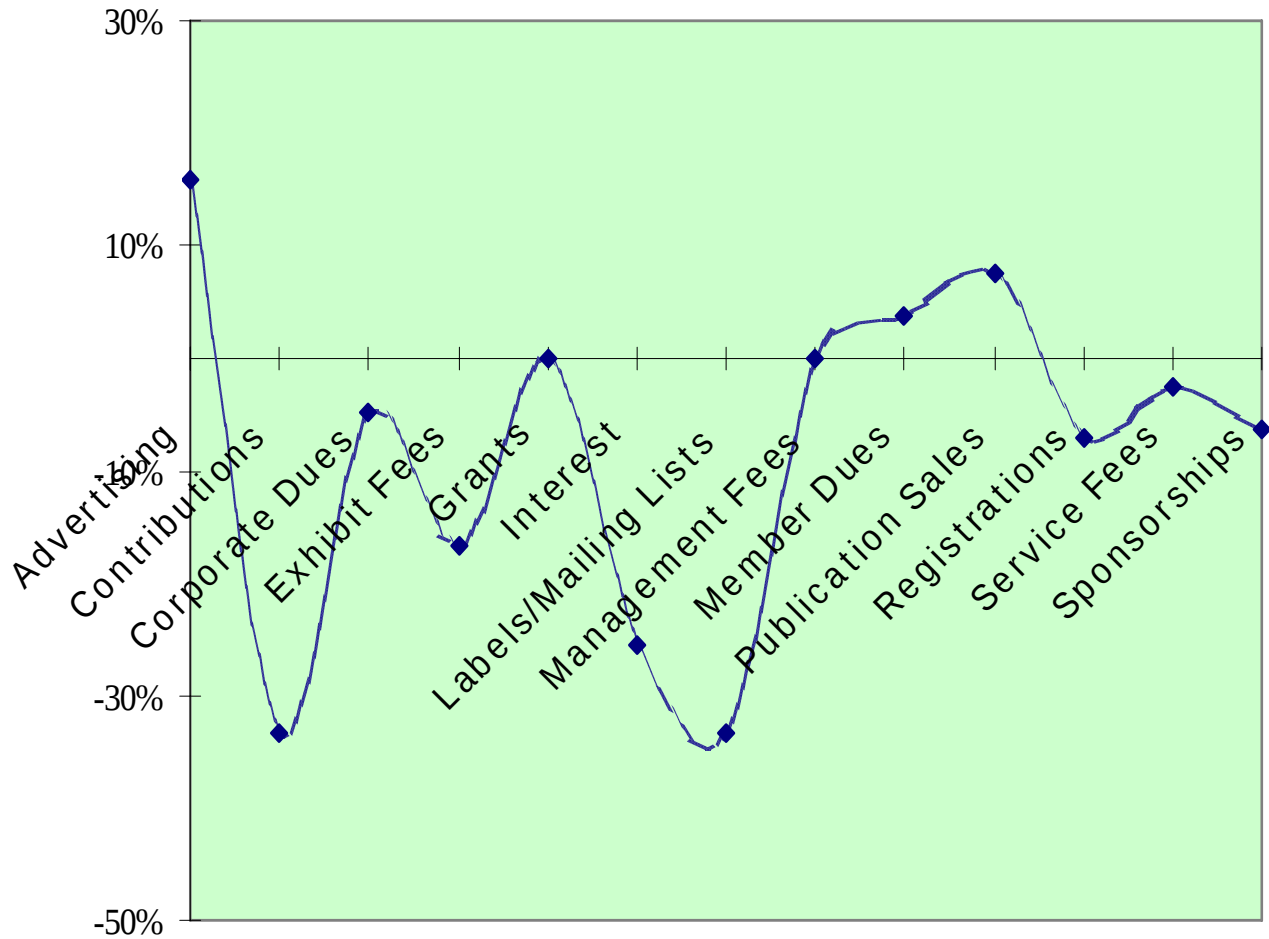
As a result of the cross over between the dues year (July through June) and the fiscal year (October through September), three month of 2007/2008 dues were recognized in FY 2006/2007 while the other four months have been recognized in FY 2007/2008. For the 2007/2008 membership year, **\$2,255,203** has been collected for membership dues and **\$129,165** has been collected for corporate dues.



Statement of Activities

Revenues: Revenues for the four months are **\$2,507,589** or **30%** of budget (or **3% below** budget expectations.) Three revenue generating activities exceeded their budget expectations of 33%, while ten are either at or fell below expectations:

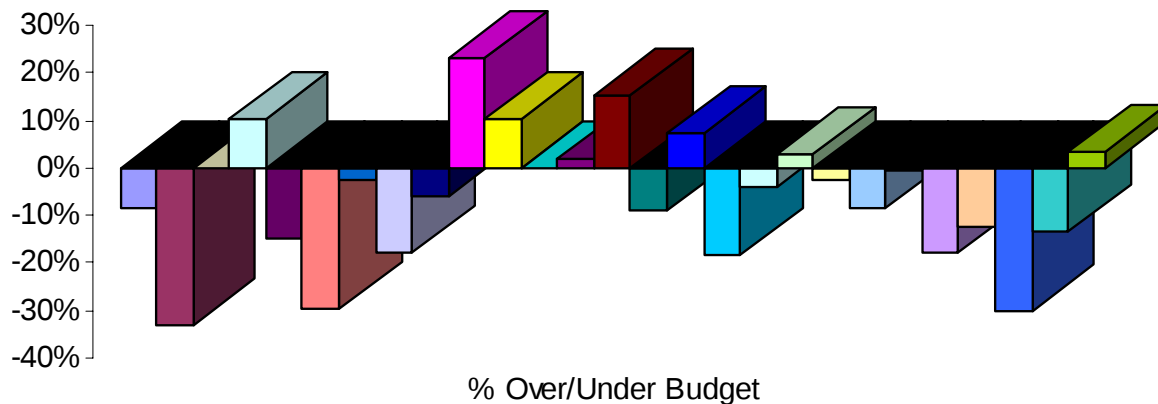
% Over/Under Budget



Exceeding Expectations:

- Advertising: 16% | \$26,445
- Member Dues: 4% | \$86,048
- Publication Sales: 7% | \$35,208

Expenses: Expenses in total for the four months are **\$2,289,627** or **29%** of budget (5% below budget expectations.) Eight expense activities exceeded their budgets, (six relating directly to SEM) while nineteen are either at or fell below budget.



Advertising and Promotions	Awards, Scholarships and Grants
Bad Debts	Bank Charges
Consulting/Outside Services	Contingencies
Depreciation	Equipment Rental
Fringe Benefits	General Taxes
Insurance	Interest
Legal and Accounting	Meals, Lodging and Entertainment
Meeting Costs	Memberships and Subscriptions
Other Expenses	Payroll Taxes
Postage and Delivery	Printing, Production and Duplicating

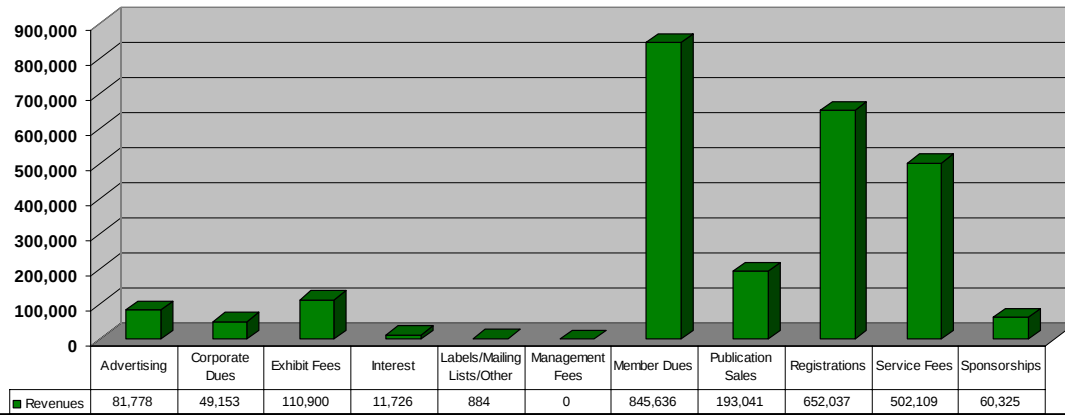
Exceeded Budget:

- Bank Charges: 10% | \$17,086
- General Taxes: 23% | \$2,325
- Insurance: 10% | \$4,598
- Legal and Accounting: 2% | \$6,223
- Meals and Lodging: 15% | \$48,269
- Memberships and Subscriptions: 7% | \$3,516
- Postage and Delivery: 3% | \$4,482
- Travel: 3% | \$8,856

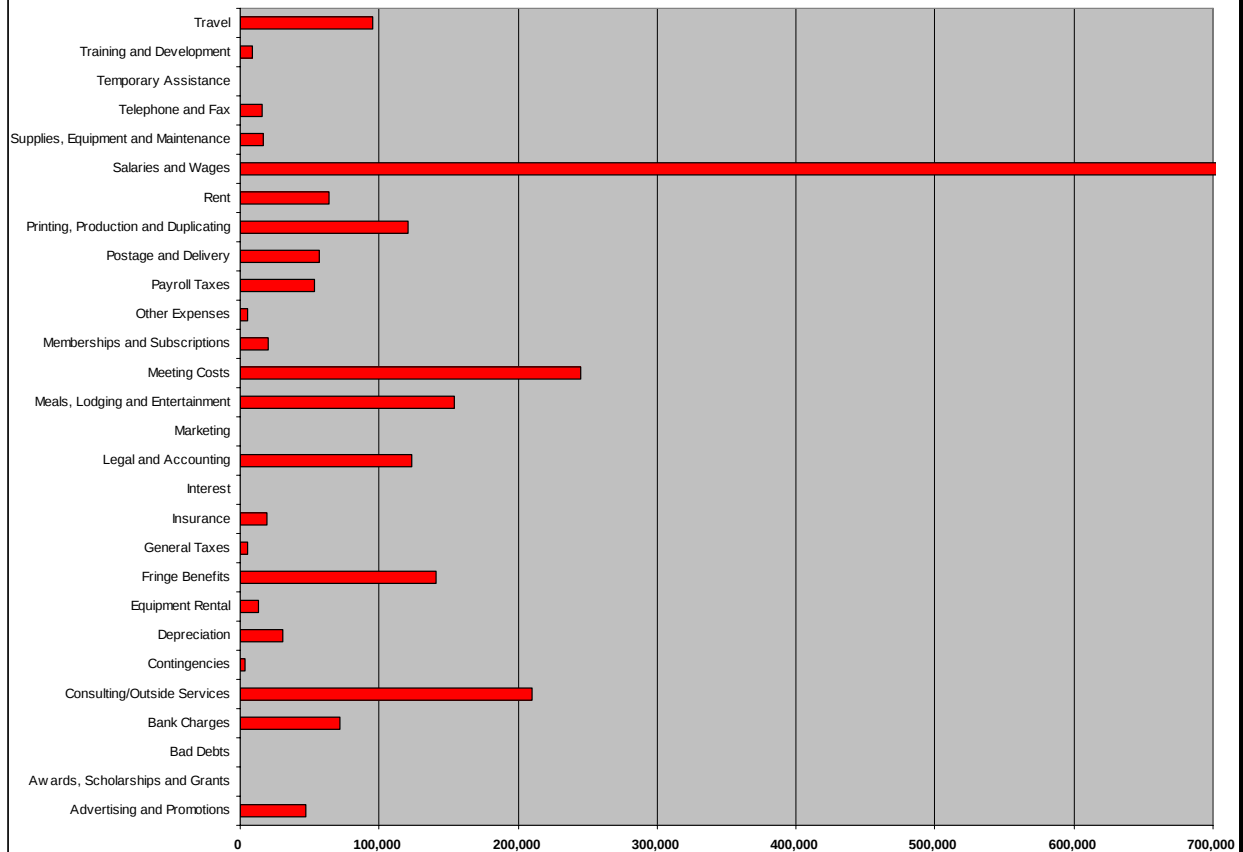
SEM's supporting expenses (insurance, meals and lodging, meeting costs, postage, and travel) decreased accordingly. The one time payment of AACRAO's unrelated business income tax pushed general taxes higher for the month of January.

AACRAO Revenue and Expense Analysis – Year-to-Date

Actual Revenue



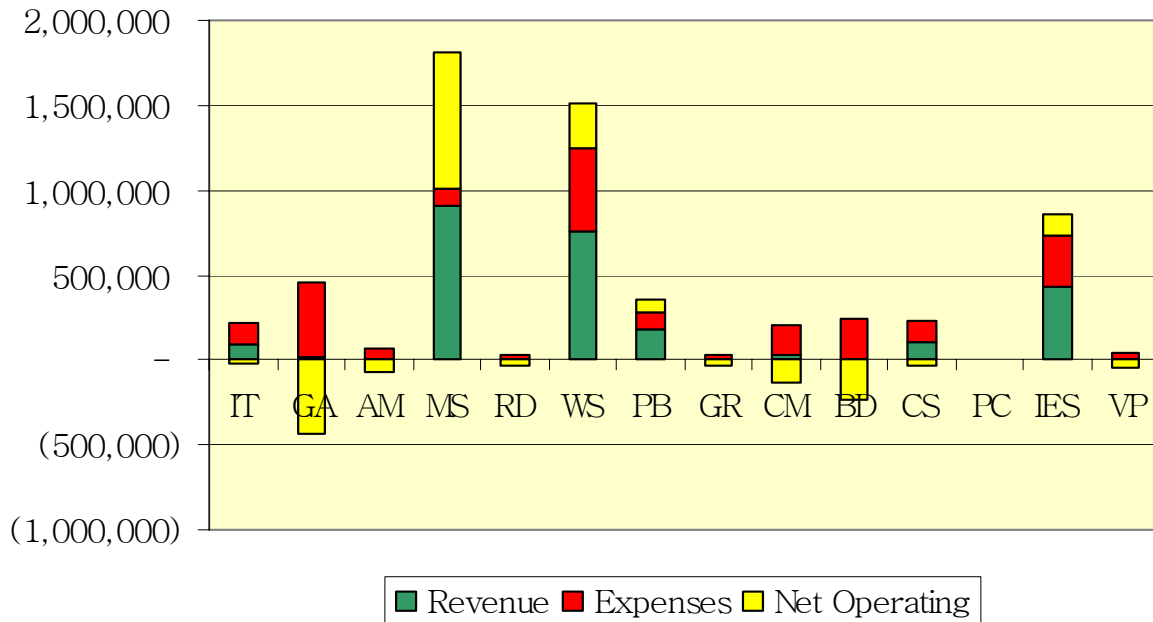
Actual Expenses

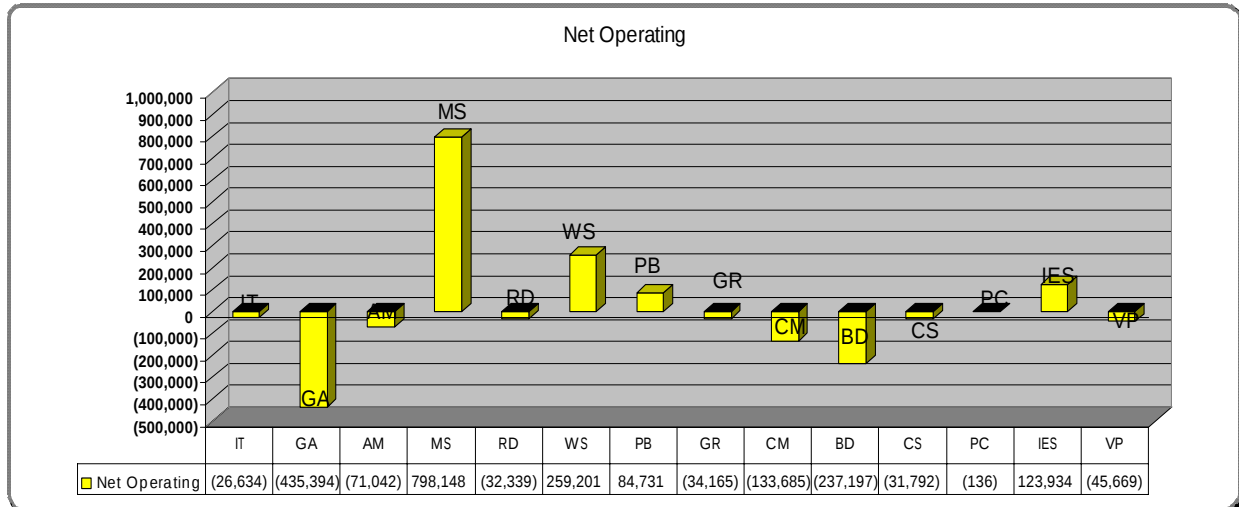


AACRAO By Department Analysis

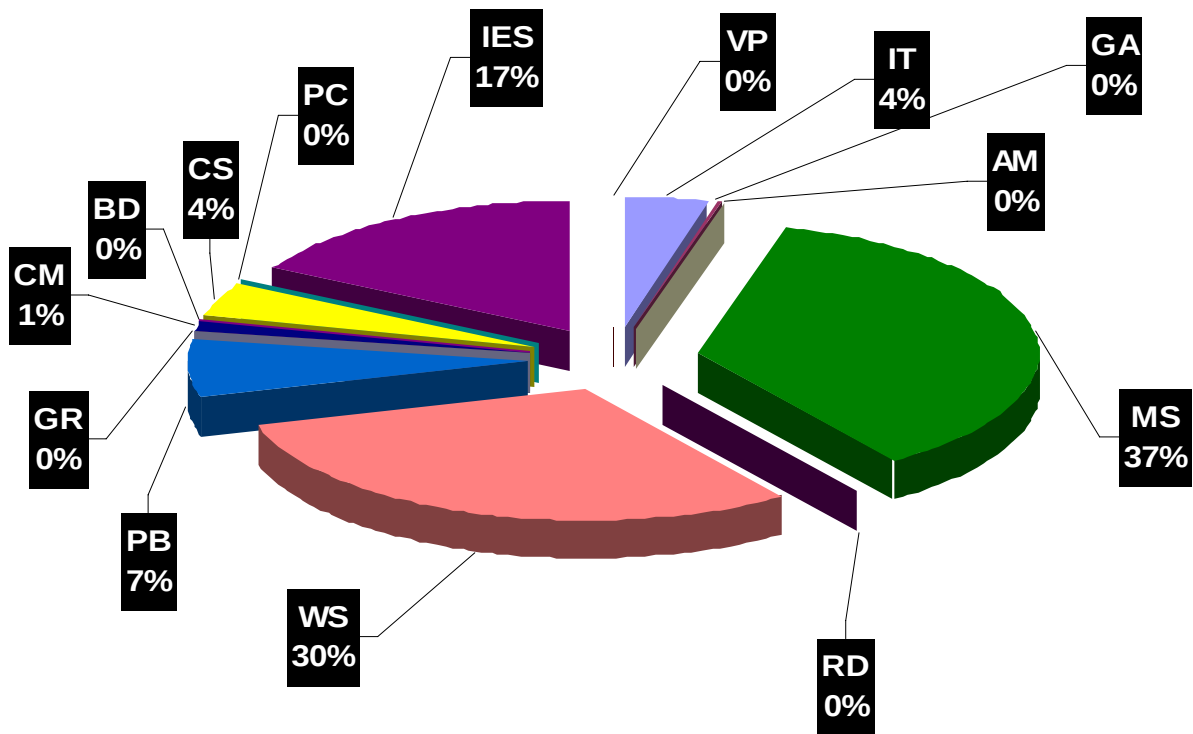
As of 1/31/08	IES	AC	Pubs Dept	Meetings	Total AACRAO
Revenue	428,123	98,485	180,845	754,227	2,507,589
Expenses	304,190	130,277	96,114	566,068	2,289,627
Net Operating	123,934	(31,792)	84,731	188,159	217,962
<i>Gifts/Bequests</i>					135,000
<i>Investments</i>					(255,648)
Net Income					97,314

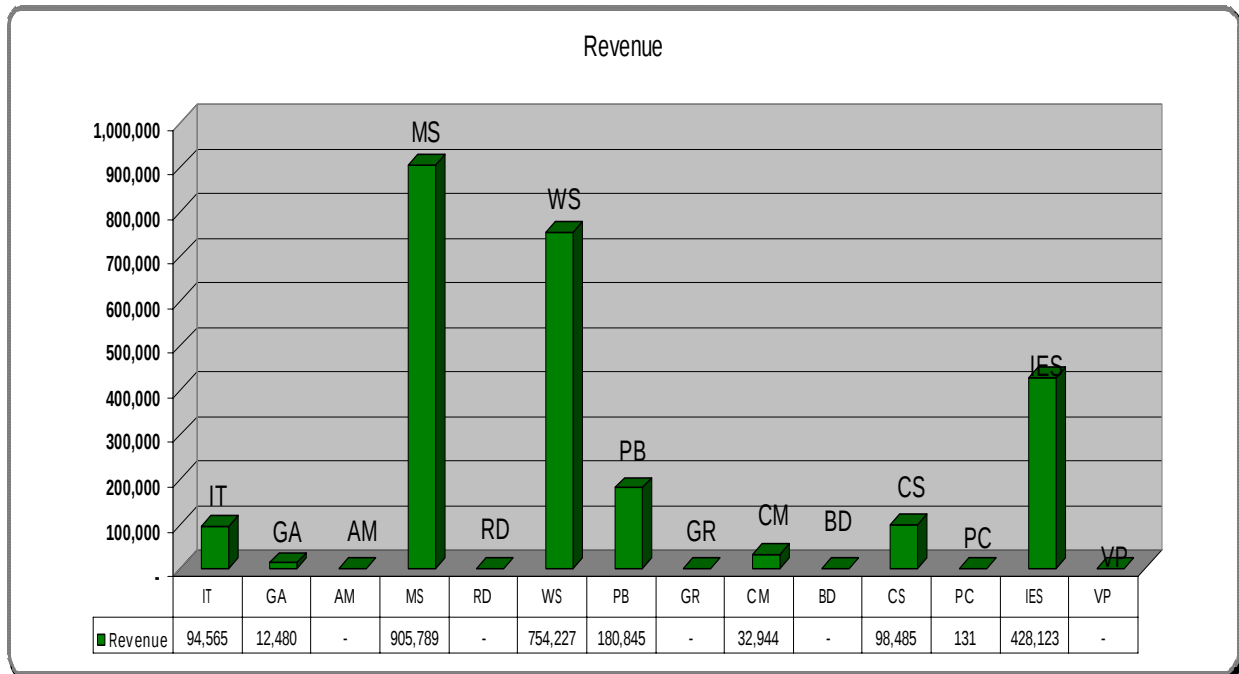
GA: General and Administrative **AM:** Annual Meeting **WS:** Meetings/Workshops **PB:** Publications
CM: Comm./Gov't Relations **BD:** Governance **CS:** AACRAO Consulting **PC:** Projects
IES: IES **VP:** VPs



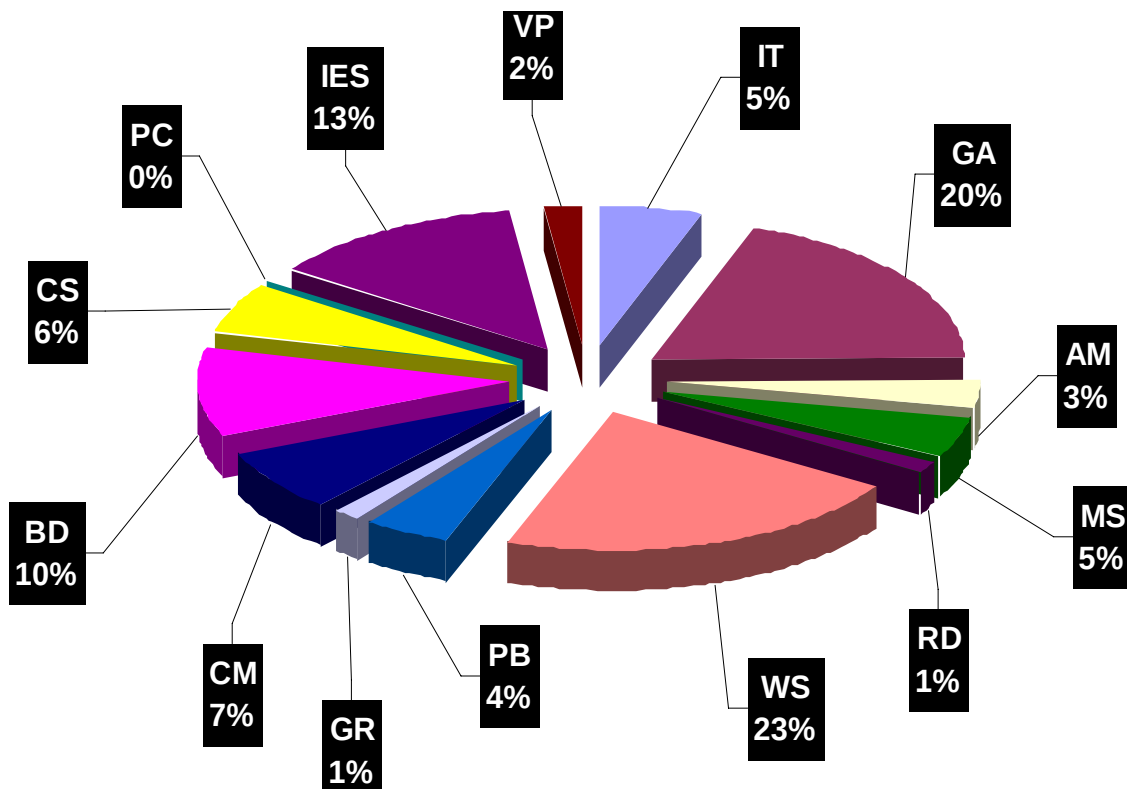


Revenues

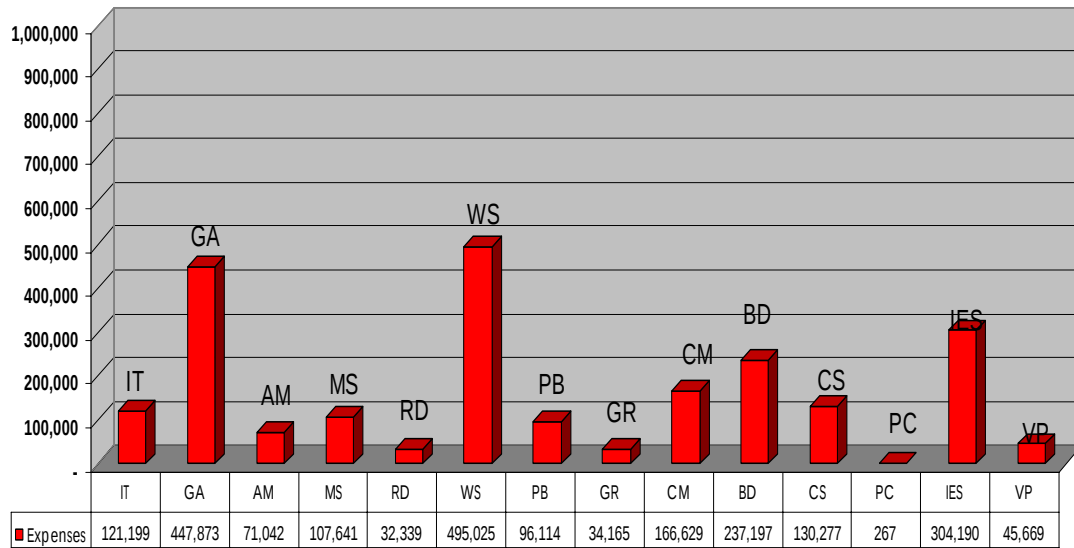




Expenses



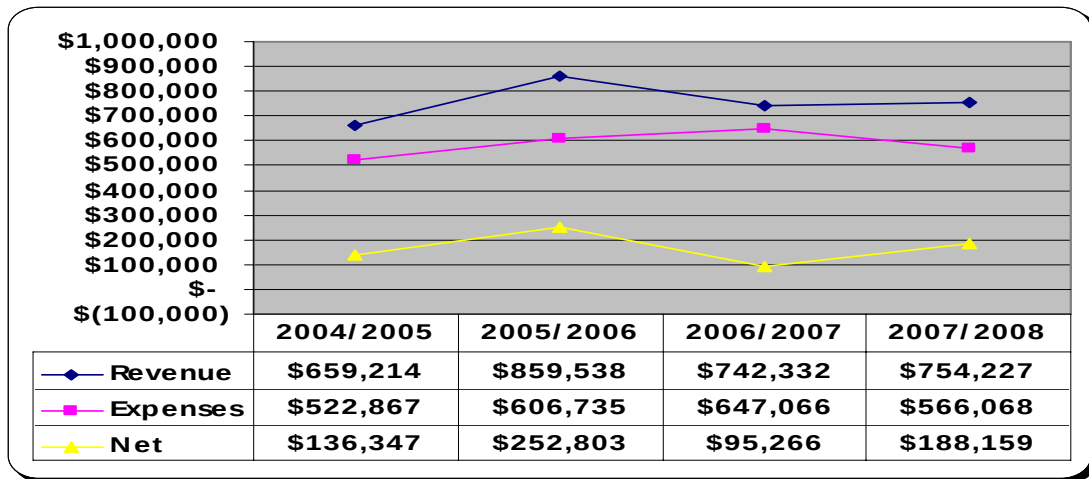
Expenses



AACRAO Business Lines – Comparative Data

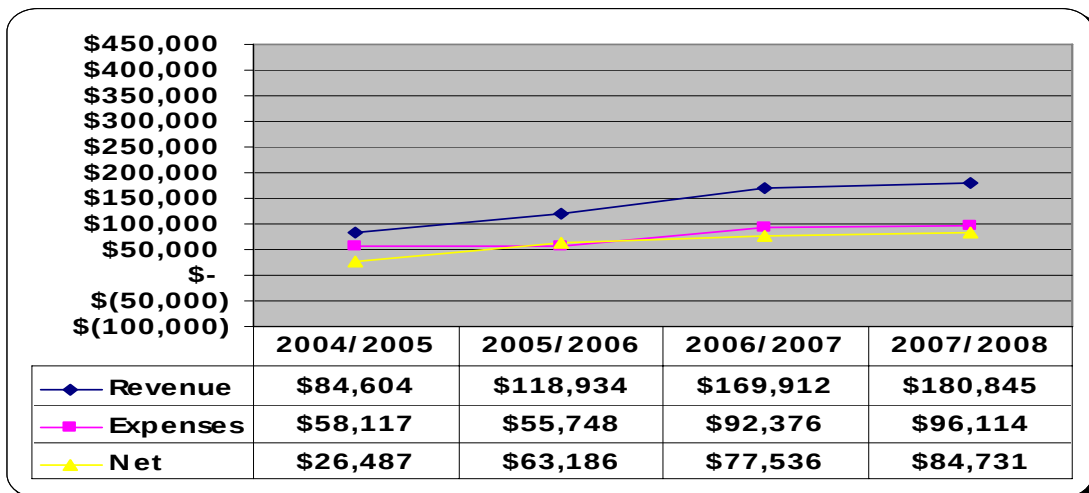
The following charts compare department activities YTD over the past four years:

MTS

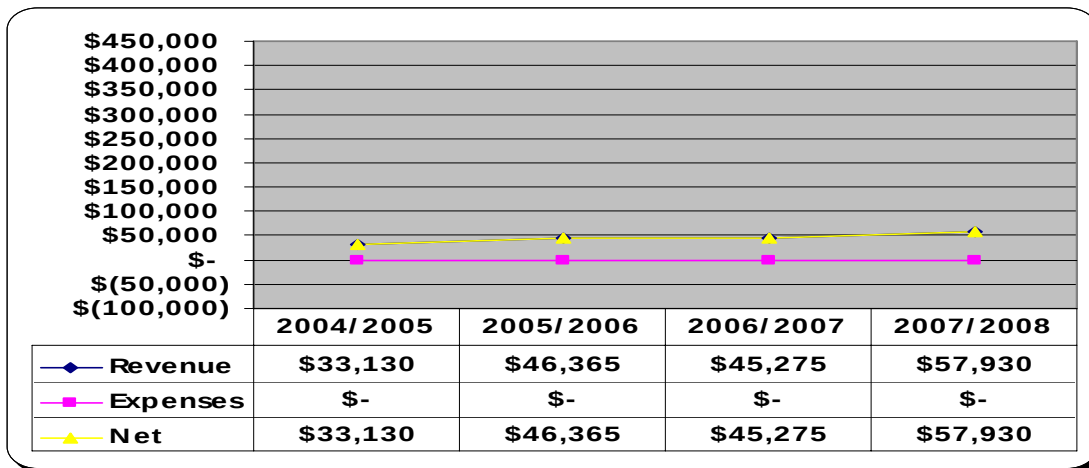


(Annual Meeting and Meetings and Workshops)

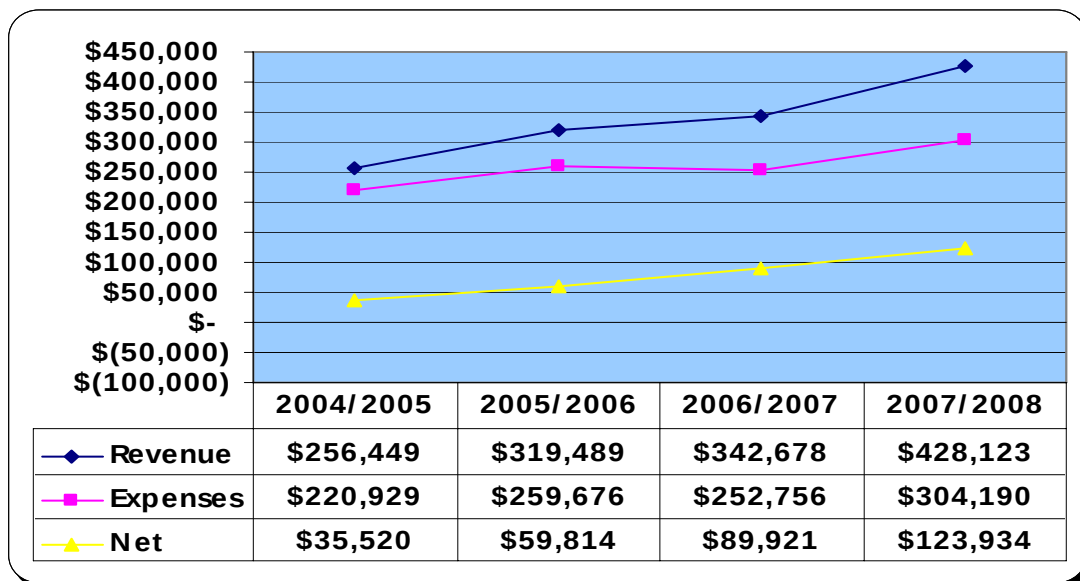
PUB



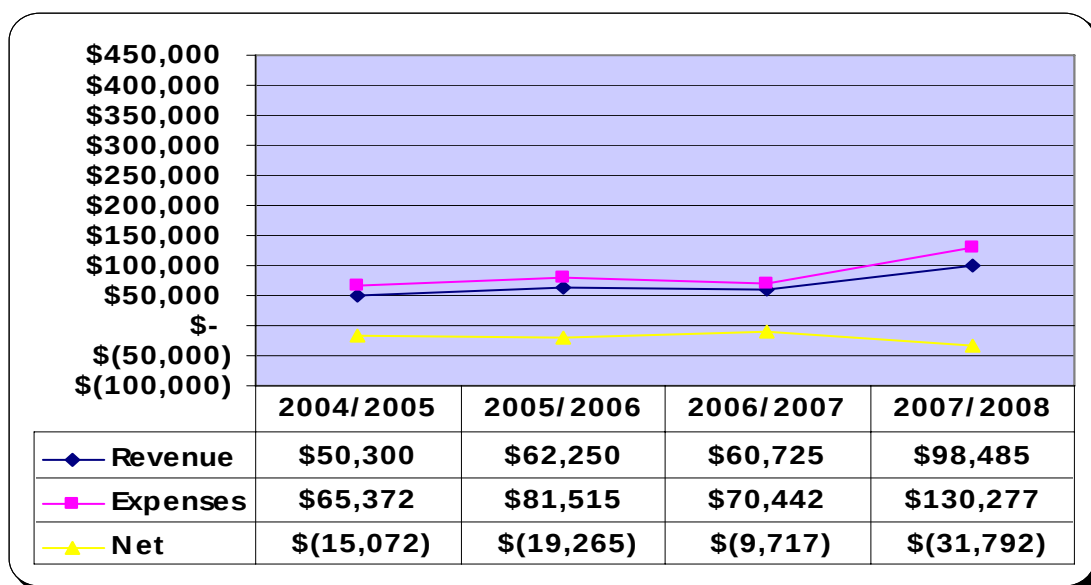
JOL



IES

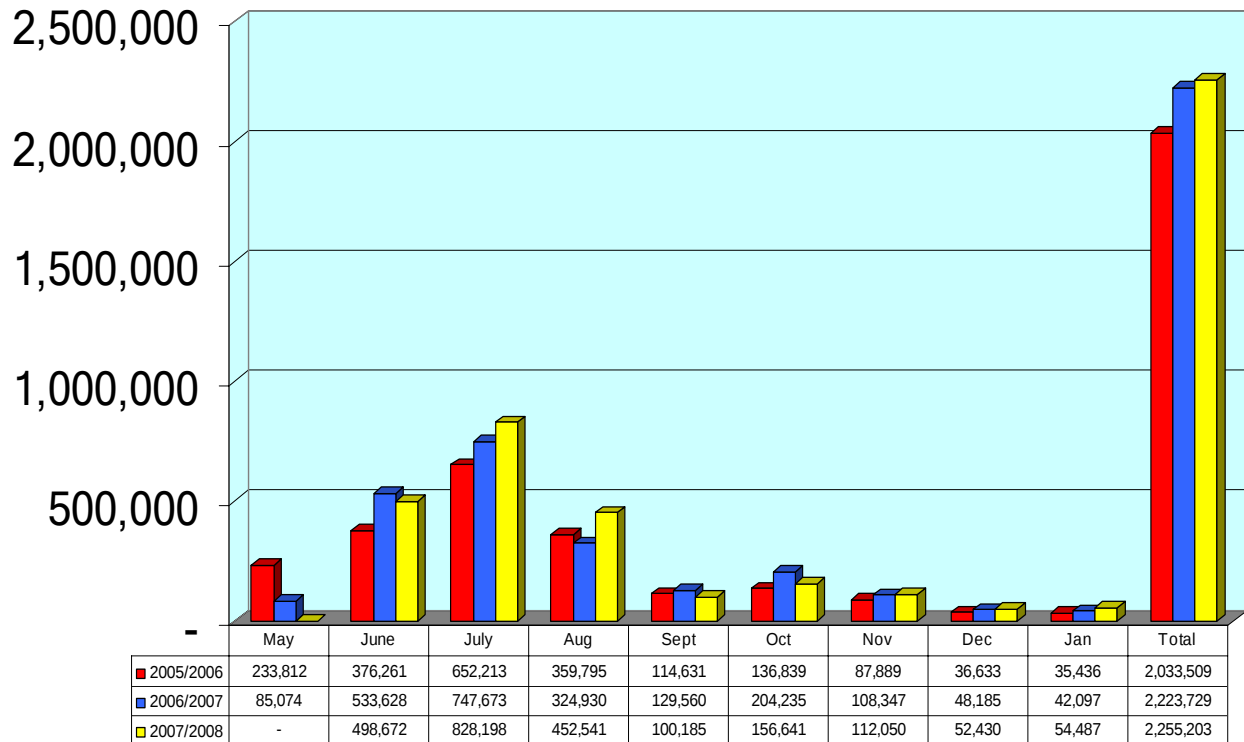


AC

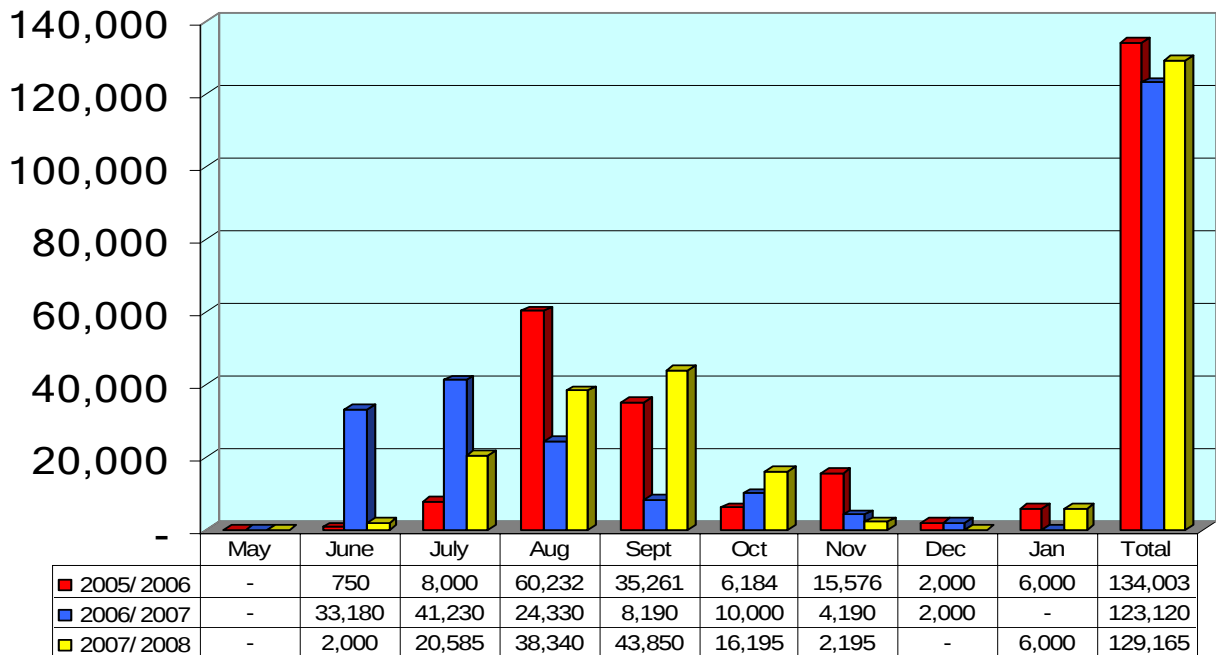


Appendix

Membership Dues: Cash Collections | Comparative Numbers



Corporate Dues: Cash Collections | Comparative Numbers



6105 General Operations

The AACRAO staff solicited and reviewed bids for financial services provided by BDO. McQuade Brennan LLP is the new provider effective March 1 2008. Their selection will result in immediate and long term cost savings.

AACRAO's Board of Directors accepted the external auditor report of the past fiscal year rendered by RAFFA PC. There were no significant findings or issues of concern. The report is available at aacrao.org. In further meeting the Board approved the 2009 Budget for presentation to the membership in compliance with Association by-laws

The AACRAO IT department completed an upgrade to the most current edition of the Peachtree accounting services software. This affords AACRAO's leadership a more responsive system positioned to be of value in the years to come

McQuade Brennan LLP, along with members of the AACRAO staff, has begun a review of current processes to determine more efficient ways ahead.

AACRAO's IES and IT departments completed an upgrade to evaluator remote access capability thereby improving efficiency and reducing turn around time. This will provide International Evaluation Services evaluators who are located throughout the country immediate access to critical database information.

ANNUAL MEETING

6105 Current Annual Meeting

2008 Orlando

The 94th Annual Meeting will be held in Orlando, Florida on March 24-27, 2008. The entire meeting is being held at the Orlando World Center Marriott. The property has recently completed a renovation and addition to its conference center. The meeting and exhibit space is almost exclusively on one level.

Hotel & Meeting Registrations

The original hotel block with the Orlando World Center Marriott sold out before the early bird deadline and more rooms were added at the Marriott until the hotel was sold out. Rooms were then added at the Courtyard Orlando Lake Buena Vista in the Marriott Village and SpringHill Suites Orlando Lake Buena Vista in the Marriott Village about 5 minutes away. These 300 additional rooms have also sold out and an additional 50 rooms at the Fairfield Inn & Suites in the Marriott Village have been added. The Marriott Villages properties are providing shuttle service to and from the Orlando World Center Marriott. The cost of this is included in the nightly room rate.

With the meeting starting the Monday after Easter, we are seeing that many attendees are arriving on Monday, and not bringing in their families before the meeting. This Monday arrival is reflected in the lower numbers registered for pre-conference workshops.

Our registrations have been slightly ahead of last year's pace in Boston. The current number of registrants is 2,476. Last year, we had 2,302 at this same point.

A final registration report will be provided for the Board of Directors Meeting in July 2008.

This year we have instituted a new registration system with Experient. The new system will allow for automatic membership verification using email addresses. As a person begins the registration process, his email address will go through three stages of verification. If the complete email address is matched, the system will return the individual's information. If the domain of the email is matched, the system will return the institution's information. If there is not a match, the system will create a unique identifier and that person will have to fill out all of his information. Because this system has required longer testing, the registration system opened November 27, 2007.

AACRAO is continuing its "greening" efforts with the Annual Meeting. The registration brochure was condensed to 12 pages and printed on recycled paper. Onsite, we are placing in the totebags reusable plastic sports bottles that attendees can use throughout the meeting.

2009 Chicago

As a result of a successful Annual Meeting program, we have outgrown the meeting space at the Hilton Chicago for 2009. With the assistance of Experient, we have negotiated new dates for the 95th Annual Meeting that will allow us to use the new portion of the McCormick Place West Convention Center. The dates, as voted on by the Board of Directors, will now be April 13-16, 2009. This is the Monday after Easter. A rebate has been built into the hotel rates to offset the rental and bussing costs that will now be included in the meeting costs. These contracts will be signed by the end of the year.

We have begun preliminary marketing for the 2009 meeting. The theme of the meeting is: Charting the Path to Institutional and Student Success. A Call for Proposals is being developed for Chicago, and it will be distributed to attendees in Orlando.

2010 New Orleans

Preparations are underway for our Centennial Celebration in New Orleans. We are currently securing space for a Gala Event at Blaine Kern's Mardi Gras World and booking Rockin' Dopsie, Jr. & The Zydeco Twisters for entertainment.

2011 Reno/Seattle

There is not sufficient/adequate space at Grand Sierra (formerly Hilton Reno, contract signed December 19, 2001). So we have begun contract negotiations with the city of Seattle to move our 97th Annual Meeting to Seattle, Washington. The dates that we have selected are Sunday, March 20 – Wednesday, March 23, 2011. Easter is April 24 and Passover is April 18-26 and will not impact this program. The meeting will be held at the Washington State Convention & Trade Center with the newly renovated Sheraton Seattle Hotel serving as the headquarters' hotel.

As a way to eliminate the penalty for canceling this annual meeting, we have agreed to hold the 2011 AACRAO Technology Conference in Reno. Negotiations are still in progress.

2012 Philadelphia

The 98th Annual Meeting will be held in Philadelphia, Pennsylvania. The dates are Sunday, April 1 – Wednesday, April 4, 2012. Easter is April 8 and Passover is April 6-14 and will not impact this program. This meeting will be held at the Pennsylvania Convention Center with the Philadelphia Marriott Hotel serving as the headquarters' hotel.

2013 San Francisco

The 99th Annual Meeting will be held in San Francisco, California. The dates are Sunday, April 14 – Wednesday, April 17, 2013. Easter is March 31 and Passover is March 25 – April 2 and will not impact this program. This meeting will be held at the Moscone West Convention Center with the San Francisco Marriott Hotel serving as the headquarters' hotel.

6120 Exhibits

2008 Orlando

We are on par with booth sales as compared to 2007. With four weeks until the Annual Meeting, this year we have sold 172 booths as compared to 177 last year. In terms of the number of companies exhibiting, to date we have 104 this year; we had 110 at this time last year. We have currently met 95% of our budget goal for exhibiting.

The following 20 companies are making corporate presentations at the Annual Meeting:

- | | |
|---------------------------------|----------------------------|
| • Leepfrog | • Datatel |
| • Jostens | • Oracle |
| • Campus Management Corporation | • SunGard Higher Education |
| • Runner Technologies | • Rapid Insight |
| • CampusDocs | • Lifetopia |
| • Hobsons | • Scantron |
| • College Source | • SAP |
| • Digital Architecture | • The Princeton Review |
| • Infosilem | • Capella University |
| • Ad Astra | • ConnectEdu |

The following three user groups have been secured to date:

- Rapid Insight
- Decision Academic
- Oracle

The following sponsorships have been sold to date:

- ImageNow - Badge Holders
- Datatel – Totebags
- Australian Education International – International Educators’ Reception
- Scantron – Session Evaluations
- Jostens – Bookstore Bags and Awards
- Educational Testing Service (ETS/TOEFL) – International Educators’ Reception
- College Board – Cultural Diversity Luncheon and Caucus Meetings Boxed Lunches
- CollegeSource – Opening Keynote Speaker
- Capella University – First-Time Attendees’ Orientation and Welcome
- SunGard Higher Education - APEX Award and Transition Screen
- Golden Key International Honour Society - Membership Cards
- SPSS - Cyber Café
- IELTS International - Graduate and Professional Schools Luncheon
- Azorus - Room Keys
- CAMS Three Rivers Systems - Notepads
- National Student Clearinghouse - Registrar 101 Workshop

The following ads will appear in the Onsite Program:

- SunGard
- Datatel
- Clearinghouse
- TK20
- Jostens
- Inside Higher Ed
- Greentree Gazette
- Diverse
- Chronicle
- Capella
- ACS
- ACE
- Image Now

To date, the following companies are scheduled to exhibit at the Annual Meeting:

ACS, Inc.
ACT, Inc.
Ad Astra Information Systems
Alert Notification
Applications Quest
Army Recruiting
Association of College Honor Societies
Avow Systems, Inc.
Azorus
Blackbaud, Inc.
BookWear
Campus Management Corporation
CampusDocs
CampusDoor
Capella University
CELCAT
Champlain Software
CIBER, Inc
Citibank Student Loans
The College Board
CollegeNET, Inc.
CollegeSource Inc.
ComQuip, Inc.
ConnectEdu, Inc.
Credentials Inc.
Data Impact
Data Tech Solutions
Datatel
Decision Academic Inc
Digital Architecture, Inc.
Diverse: Issues in Higher Education
Docufide, Inc.
eCampusTours
Education Evaluators International Inc.
Education Systems
Educational Credential Evaluators, Inc. (ECE)
EducationDynamics
Eduventures
EMPOWER / ComSpec International, Inc.
ETS
Event Management Systems by Dean Evans & Associates
Global Financial Aid Services
GoalQuest, A Division of EducationDynamics
Goldner Associates
Guardian Academics
Herff Jones
Hershey Systems, Inc.
Hobsons
Hyland Software, Inc.
IB North America
IELTS International

ImageNow by Perceptive Software
InfoCision Management Corporation
Informs, Inc.
Infosilem Inc.
Inside Higher Ed
IntelliResponse Systems Inc.
International Education Research Foundation, Inc. (IERF)
International Security Products
iStrategy Solutions
Jenzabar
Jolesch Photography
Jonesville Paper Tube Corporation
Jostens
Leapfrog Technologies
Lifetopia (formerly RoommateClick)
MELAB - University of Michigan English Language Institute
Miami University - DARS
Midwest Bank Note Company
Mindwrap, Inc.
NAGAP - National Association of Graduate Admissions Professionals
National Student Clearinghouse
National Transcript Center
Nolij Corporation
Optical Image Technology - DocFinity
Oracle
Overture Technologies
Paradigm, Inc.
Peterson's, A Nelnet Company
Phi Theta Kappa International Honor Society
PlattForm, Inc.
Presidium Learning, Inc.
QAS, an Experian Company
Quantum Group-RGC Communications
Rapid Insight Inc.
RightNow Technologies
Runner Technologies, Inc.
SAP Public Services Inc.
Saudi Arabian Cultural Mission
Scantron Corporation
SCRIP-SAFE Security Products, Inc.
SmartCatalog
SNTial Technologies, Inc.
STEP EIKEN
SunGard Higher Education
Talisma
Three Rivers Systems, Inc.
Timecruiser Computing Corporation
Turnitin
University of Cambridge International Examinations
World Education Services
Xap Corporation

Corcoran Expositions, Inc. will conduct an early exhibitor sign-up onsite. Exhibitors will be given the opportunity to reserve booth space based on a priority point system. This early sign-up has proven very successful in the past.

MEMBER SERVICES

6205 Member Maintenance

2007/2008 Membership Cards

The membership cards and letter which contain the member ID and password were mailed in October 2007. Golden Key International Honour Society sponsored the membership cards for the first time for \$11,000.

Marketing Campaign – Individual Members from Member-Institutions

In an effort to increase individual members from member institutions, information on additional memberships was included with the membership card mailing. An article was posted in *MemberLink* letting members know that the card was mailed and that their institution can apply for additional membership in AACRAO, regardless of the number allotted by their size code. As a result of this effort, 19 additional members joined.

A second article was posted in *MemberLink* titled “There are no limits with AACRAO” also informing members that regardless of their size code they can apply for additional memberships. A third article was posted in *MemberLink* for 3 consecutive weeks informing members that after January 1 new additional members can be added at the pro-rated fee of \$97.50.

Membership 2007-2008

Annual Comparison – Dues

The table below contains an annual comparison of dues collected.

	Member	Corporate	Total
2007-2008 (Jan. 08)	\$2,255,203.00	\$129,165.00	\$2,384,368.00
2006-2007	\$2,253,434.00	\$131,120.00	\$2,384,554.00
2005-2006	\$2,096,724.00	\$142,003.00	\$2,238,727.00
2004-2005	\$1,992,754.00	\$129,850.00	\$2,122,604.00
2003-2004	\$1,831,564.74	\$145,300.00	\$1,976,864.74
2002-2003	\$1,755,854.00	\$143,150.00	\$1,899,004.00
2001-2002	\$1,723,996.41	\$108,125.00	\$1,832,121.41
2000-2001	\$1,701,951.00	\$104,537.50	\$1,806,488.50
1999-2000	\$1,553,379.00	\$ 93,700.00	\$1,677,079.00

Annual Comparison - Institutional Membership Renewal Numbers

Institutional Members

	Renew	New	Unpaid	Total
--	--------------	------------	---------------	--------------

2007-2008 (Jan. 08)	2,453 (94%)	**137 (3%)	152 (6%)	2,590
2006-2007	2,461 (97%)	**144 (5%)	81 (3%)	2,605
2005-2006	2,385 (95%)	**157 (6%)	130 (5%)	2,542
2004-2005	2,344 (97%)	**171 (7%)	70 (3%)	2,515
2003-2004	2,258 (97%)	**156 (7%)	80 (3%)	2,414
2002-2003	2,231 (96%)	**107 (5%)	102 (4%)	2,338
2001-2002	2,220 (95%)	113 (5%)	105 (5%)	2,333
2000-2001	2,179 (97%)	76 (3%)	70 (3%)	2,325
1999-2000	2,113 (94%)	19 (1%)	134 (6%)	2,266

** Does not include Organizational or Individual Members

New Institutional Members 2007-2008

So far this year, 137 new members have joined AACRAO (112 Institutional, 25 Affiliate).

New Organizational and Individual Members 2007-2008

So far this year, 10 individual members and 3 organizational members have joined AACRAO.

Dropped Members

There are two different types of dropped members. Cancelled Members are those who have contacted the AACRAO office to indicate that they are canceling their membership. Unpaid Members are those who have not paid their dues.

Cancelled Institutional Members 2007-2008

So far this year, 37 institutions have cancelled membership.

Unpaid Members 2007-2008

A total of 115 institutions (4%) have not paid their dues for 2007-2008.

Membership Renewal 2007-2008

In an effort to promote efficiency we used electronic billing for a fourth year for membership renewal. The enrollment for each institution was adjusted according to IPEDS data. Invoices were sent to all primary contacts (June 6, 2007) as a PDF attachment through email, instead of a hard copy by mail. In doing so we were able to eliminate printing and postage fees as well as reduce the manual labor involved.

New Dues Calculation

AACRAO implemented a new dues structure for 2007-2008 based on FTE rather than headcount. As a result of the new dues calculation, we saw 390 instances of size code decreases i.e. if an institution drops from a size code 7 to a size code 5, this counts as two size code decreases. The maximum revenue loss for the drop of 390 size codes is \$76,050 i.e. \$195 X 390 = \$76,050. The \$76,050 loss represents 3.37% of our 2006-2007 total membership revenue.

As of January 31, 2008 we have a loss of \$34,125 (1.5%) in membership dues as a result of the new FTE dues calculation.

171 institutions dropped one size code = $171 \times \$195 = \$33,345$

2 institution dropped two size codes = $2 \times \$390 = \780

147 institutions renewed with no change = \$0

TOTAL = \$34,125

There are 23 institutions that dropped one or more size codes and have not yet renewed.

Recruitment Campaign to Past Members

As part of the renewal process, we also sent renewal information to dropped members from the past seven years: 2000-2001, 2001-2002, 2002-2003, 2003-2004, 2004-2005, 2005-2006, 2006-2007. A second mailing was sent in September, phone calls were made in October and emails sent in January and February.

This project proved to be very successful as shown in the following results:

Year	Institutions Inactive	Institutions Rejoining	Total Revenue
2004-2005	296	45	\$24,316
2005-2006	262	28	\$14,230
2006-2007	368	35	\$18,750
2007-2008	352	47	\$27,885

Collections Schedule for 2007-2008 and Recruitment Campaign to Past Members

- June '07: First email sent to primary contacts of Institutional, Affiliate, Organizational, Corporate and Individual members with PDF invoice attached.
- June – July '07: “Dues Drop for Many AACRAO Member Institutions” and “It’s Time to Renew” sent to active members via *MemberLink*. Articles posted to Association News and Transcript sections of the Web site.
- July '07: Second email sent to all primary contacts in HTML format.
- Recruitment Campaign to Past Members – Contact information and Primary Contact for all past members checked and corrected; Invoices sent by mail to past Institutional and Affiliate members.
- September '07: Third email sent to all primary contacts in HTML format.
- September '07: First round of phone calls to Affiliate, Organizational and Individual members.
- Recruitment Campaign to Past Members – Second mailing sent and phone calls placed to all contacts at past Institutional and Affiliate members.
- Through March: Work with Experient on unpaid institutions registering for SEM and the Annual Meeting.
- October '07: First round of phone calls to Institutional members.

Recruitment Campaign to Past Members – Phone calls to all contacts at past Institutional and Affiliate members.

November '07: Second round of phone calls to all unpaid members.

December '07: Third round of phone calls to all unpaid members.
Fourth email sent to all roster members at unpaid institutions.

January '08: Continue to call unpaid members.

January '08: Email to all unpaid roster members about renewing and receiving the Early Bird discount and member discount at the Annual Meeting.

Recruitment Campaign to Past Members - Email to all contacts at past Institutional and Affiliate members about joining and receiving the Early Bird discount and member discount at the Annual Meeting.

February '08: Paper invoices sent to all primary contacts at unpaid institutions.

February '08: Final email to all unpaid roster members about renewing and receiving the member discount at the Annual Meeting.

Recruitment Campaign to Past Members - Email to all contacts at past Institutional and Affiliate members about joining and receiving the member discount at the Annual Meeting.

March '08: Copy of *College & University* sent to all unpaid members with note on the front cover – “Don’t Let This Be Your Last Issue of C&U.”

Membership Renewal 2008-2009

In preparation for the upcoming membership year, we began a campaign to all Institutional and Affiliate members with no IPEDS Unit ID. Of a total of 189 institutions with no Unit ID, including 115 international institutions, we have received updated enrollment figures for 43 institutions.

As a result of this effort, we obtained an increase in 52 size codes, translating to an approximate increase in membership dues of \$10,400.

Call for Award Nominations

This year, the awards nomination process was made available online. In addition, a stand-alone e-mail was sent to all members on November 27, 2007 calling for nominations.

For the third consecutive year, the awards were advertised twice weekly – in *MemberLink* and *Transcript* – from September 27 to November 21, 2007.

- APEX (Achieving Professional Excellence in Education Administration) Award
- Exemplary New Member Award
- Award for Excellence in International Education
- Honorary Membership and Distinguished Service Awards

- Elbert W. Ockerman State and Regional Professional Activity Award
- Founders Award for Leadership
- Thomas A. Bilger Citation for Service

Angé Peterson encouraged the Board members to take the lead in nominating award recipients, and to announce the call for award nominations in their respective listserves. The deadline for nominations was November 30, 2007.

As in years past, Jostens sponsored all the plaques and certificates, except the APEX award, sponsored by SunGard Higher Education.

In addition, a notice was posted for 4 consecutive weeks in *MemberLink* asking members to acknowledge retiring professionals. They will each be sent a certificate recognizing their contributions to the profession, and they will also be acknowledged at the Annual Meeting.

AACRAO Demographic Information

A message was sent to all AACRAO members on February 26 with a link to our demographic information at <http://www.aacrao.org/about/demographics.cfm>.

The response to this standalone personalized email was very good. The Membership Department received many emails and phone calls immediately following this message.

The message also contained a link for members to update their information online, including personalizing their User ID and password.

www.aacrao.org/members_only/IndividualFormPublicMembersEditInfo/editMyInfo

AACRAO Committees

On February 20, end-of-term letters were sent to all expiring committee members. For those having served less than 3 years of service, they were given the option of extending their term on their committee. For those having served the maximum term of 3 years, they were encouraged to continue their involvement in AACRAO and sign up for another committee. The response was rapid and positive, with almost all eligible committee members choosing to extend their term.

Corporate Partners 2007-2008

Last year, the total dues revenue from Corporate Partners was \$131,120. This year (as of January 31, 2008), the total revenue is \$129,165.

New Corporate Partners 2007-2008

- | | |
|-----------------------------|---------------------------------|
| • SPSS, Inc. | • Financial Aid Services |
| • Overture Technologies | • Campus Management Corporation |
| • CertifiedBackground | • Leapfrog Technologies |
| • SAP Public Services, Inc. | • Miami University – DARS |

Annual Comparison – Corporate Partners

<i>Corporate Partners</i>				
	Dropped/Not	Renew	New	Total

	Paid			
2007-2008	10	49	8	57
2006-2007	14	51	8	59
2005-2006	20	55	10	65
2004-2005	17	60	16	76
2003-2004	11	62	17	77 (No comp)
2002-2003	35	54	19	73 (2 comp)
2001-2002	15	68	21	89
2000-2001	11	41	42	83
1999-2000	3	47	5	52

Departing Corporate Partners 2007-2008

Intelliresponse Systems, Toronto cancelled their corporate membership this year.

The following 9 corporate partners have not paid their dues for 2007-2008:

(NOTE: The marketing department is placing calls to corporate partners who have not renewed).

1. ARAMCO Services Company - \$2,195
2. Azorus, Inc. - \$2,000
3. College Bound Selection Service - \$2,000
4. Datatel, Inc. - \$2,780
5. Global Student Loan Corporation - \$2,000
6. Hershey Systems, Inc - \$2,000
7. Noel-Levitz - \$2,000
8. Paskill Stapleton & Lord - \$2,000
9. TK20 - \$2,000

The total amount of unpaid corporate dues is \$18,975

1.) AACRAO Membership (2000-2001)	YR END 00-01	YR END 01-02	YR END 02-03	YR END 03-04	YR END 04-05	YR END 05-06	YR END 06-07
Institutional Members							
Paid Institutions	2275	2274	2262	2316	2395	*2424	2504
Paid Institutional Individuals	8733	9,136	9175	9671	9846	10,004	10,610
Unpaid Institutions	66	127	102	67	57	125	57
Affiliated Institutions							
Paid Affiliated Institutions	50	58	85	107	129	*103	117
Paid Affiliated Individuals	67	118	197	276	270	209	247
Unpaid Affiliated Institutions	0	5	9	13	13	19	24
Individual Members							
Paid International	14	15	15	17	22	26	29
Paid High School	18	14	12	8	17	13	13
Paid Retired	9	12	9	12	9	8	8
Paid Student	4	5	2	4	3	2	4
Honorary Members	82	84	81	82	86	90	89
Unpaid International	0	2	5	1	3	1	7
Unpaid High School	0	4	6	2	1	5	6
Unpaid Retired	0	1	8	0	3	1	0
Unpaid Student	0	2	3	0	1	2	0
Corporate Partners							
Paid Corporate	83	89	73	77	76	65	59
Paid Corporate Individuals	131	129	110	124	116	118	110
Unpaid Corporate	3	15	35	11	17	18	14
Organizational Partners							
Paid Organizations	14	20	18	25	29	32	30
Paid Organizational Individuals	19	22	19	38	39	46	**61
Unpaid Organizations	0	2	4	1	2	3	3
Unpaid Organizational Individuals	0	2	4	1	3	3	3
Active Members							
Active Voting Individuals	8733	9136	9175	9671	9846	10,004	10,610

Active Nonvoting Individuals	344	399	445	561	562	512	561
Total Number of Active Members	9077	9535	9620	10,232	10,408	10,516	11,171
Active Organizations							
Active Voting Institutions	2275	2274	2262	2316	2395	2424	2504
Active Nonvoting Institutions/Corp/Organizations	147	167	176	209	234	200	206
Total Active Organizational Membership	2422	2441	2438	2525	2629	2624	2710
2.) Dues							
AACRAO Paid Dues	\$ 1,701,951.00	\$1,723,996.41	\$1,755,854.00	\$1,831,564.74	\$1,992,754.00	\$2,096,724.00	\$2,253,434.00
Corporate Paid Dues	\$ 104,537.50	\$108,125.00	\$143,150.00	\$145,300.00	\$129,850.00	\$142,003.00	\$131,120.00
Year-to-Date							
% of Institutional Membership Paid	97%	95%	96%	97%	97%	95%	97%
% of Budget Met – Institutional	100%	(Increase 1%) 100%	(Increase 1%) 100%	(Increase 5%) 100%	(Increase 12%) 100%		(Increase 7%) 100%
Prior Year-to-Date							
% of Membership Paid Prior YTD	94%	97%	95%	96%	97%	97%	97%
4.) Analysis – Corporate							
% of Corporate Renewals	97%	80%		(12% - not paid) 88%	(24% - not paid) 76%		(20% - not paid) 80%
% of Budget Met – Corporate	108%		132%	(Increase 2%) 100%	(Decrease 10%) 90%		
% of Corporate Paid Prior YTD	100%	97%	80%		88%		
*42 Affiliate Members became Institutional Members							
** Includes 12 Reciprocal Individuals							

Year-End Comparison: 2000-2007

The above table compares the membership renewal totals for the last 7 years. Of note, institutional and individual memberships have continually increased. While corporate membership numbers have decreased due to a hike in dues in 2005-2006 and stricter membership requirements, the total revenues increased in 2005-2006 (there was a drop in corporate dues in 2006-2007).

6215 Retention & Recruitment

Potential Members from Phone Calls and Emails

We are currently working with the following institutions/individuals who contacted us directly via phone or email from December to February 2008 regarding AACRAO membership. We are following up with each inquiry within two weeks after the initial membership request. We are receiving an average of 15-20 inquiries per month.

Date	First Name	Last Name	Title	Institution
Feb-08				
2/1/2008	John	Lehman	Coordinator, Academic Support Services	Michigan Tech
2/4/2008	Gann	Enholm	New Media Coordinator	University of Florida
2/12/2008	Melinda	Booth	University Registrar	Oakland University
2/14/2008	Mahailier	Broom	Counselor/Coordinator, International Recruiting & Admissions	Southern University at Shreveport
2/15/2008	Hoai-Phuong	Nguyen	International Recruitment Manager	Texas Christian University
2/19/2008	Lynne	Mann	Assistant Director of Admissions	International Institute for Restorative Practices
2/19/2008	Dickie	Hargrave	Director, Community College Transfer Opportunity Program (CCTOP)	University of North Texas
2/21/2008	Shay	Angela	Registrar	Florida College
2/25/2008	Bart	Grachan		NYUSteinhardt
2/26/2008	Anne	Osterrieth		Catholic University of Louvain
2/29/2008	Edith	Hunter		Union Theological Seminary
Jan-08				
1/3/2008	Virginia	Meyer	Director of International Affairs	Lincoln Education Services
1/3/2008	Joanne	Phillips		Oxford Graduate School
1/7/2008	Christina	Twelves		Westminster College

1/7/2008	Danielle Maria	Liautaud	Director, Office of Graduate Admissions Executive Assistant, Enrollment Services	William Paterson University
1/10/2008	Gloria	Ortiz	Services	Winston-Salem State University
1/17/2008	Heather	Chermak	Associate Registrar	University of Idaho
1/18/2008	Raymond	Thomas	Inside Sales Representative	Talisma Corporation
1/22/2008	Marjorie	Haughton	Admissions	The University of the West Indies
1/22/2008	Robert	LaVerriere	Coordinator of Enrollment Services	MacMurray College
1/23/2008	Faye Susan	Allen	Services	San Jacinto College
1/24/2008	Monique	Mesheau	Executive Director	University of New Brunswick Harrisburg University of Science and Technology
1/24/2008	Michael	Wilson	Director of Recruitment	University of Nebraska Lincoln
1/31/2008	Rosemary	Edzie	Outreach Program Coordinator	University of Arkansas for Medical Sciences
1/31/2008	Kristine	Stump	Registrar	

Dec-07

12/7/2007	Shawn	Baker	Assistant Registrar	Gettysburg College
12/10/2007	Sean	Dollman	Admissions & Registration	Qatar University
12/14/2007	Eric	Ellis	Deand of Student Services Assistant Director of Academic Certification	Treasure Valley Community College
12/14/2007	Mike	Donahue		NCAA Eligibility Center Aviation & Electronics Schools of America
12/19/2007	Bill	Taggart	Registrar	Argosy University
12/21/2007	Debra	Toss	Associate Director of Admissions	Nova Southeastern University
12/27/2007	Marilyn	Davis	Registrar	Northwest Lineman College
12/27/2007	Ann	Beiderbecke		

Southern ACRAO Annual Meeting – January, 2008

Membership information sent to the following 25 non-member institutions that attended the 2008 SACRAO Annual Meeting:

Athens State University	Hampden-Sydney College
Bangor University Wales UK	Hazard Community & Technical College
Bishop State Community College	Henderson State University
Copiah-Lincoln Community College	Hinds Community College
Cumberland University	Jefferson Community & Technical College
DeVry University – Alpharetta, GA	King's College London
Elizabeth City State University	Methodist University
Faulkner University	Nicholls State University
Forsyth Technical Community College	Northwest Mississippi Community College
Glasgow Caledonian University	Ozarka College

Piedmont College
Southern Arkansas University
Southwestern Oklahoma State University

Tri-County Technical College
University of Surrey, Guildford

Registrar 101 online

Membership information was sent to the following 4 non-member institutions that attended the Registrar 101 online course:

Intellitec Medical Institute
Leech Lake Tribal College
Quest University Canada
Xavier University of Louisiana

Carolinas ACRAO Annual Meeting – November, 2007

Membership information was sent to the following 26 non-member institutions that attended the CACRAO Annual Meeting:

Claflin University
Coastal Carolina Community
College
Elizabeth City State University
Forsyth Technical Community
College
James Sprunt Community College
Johnston Community College
Lenoir Community College
Mount Olive College
North Greenville University
Pamlico Community College
Pitt Community College
Queens University of Charlotte
Robeson Community College
Rowan-Cabarrus Community
College

Sampson Community College
South Carolina Student Loan
Corporation
St. Augustine's College
Technical College of the
Lowcountry
Tri-County Technical College
University of South Carolina at
Beaufort
University of South Carolina at
Lancaster
University of South Carolina at
Salkehatchie
Wayne Community College
Williamsburg Technical College
Wilson Technical Community
College
Winston-Salem State University

As a result of this mailing, Queens University of Charlotte and Winston Salem State University joined

Department of Defense Registrars' Community of Practice Meeting – October, 2007

Membership information was sent to the following 13 non-member institutions that attended the Department of Defense Registrars' Community of Practice meeting:

Army Logistics Management
College
Army Medical Department Center
& School
Asia-Pacific Center for Security
Studies

Command and General Staff
College
DoD Civilian Personnel
Management Service
Defense Intelligence Agency
Defense Security Service Academy

DoD Privacy Office
George C. Marshall Center -
Garmisch Germany
Inter-American Defense College
Joint Counterintelligence Training
Academy

National Geospatial-Intelligence
College
Navy Medicine Manpower,
Personnel, Training and Education
Command

As a result of this mailing, Army Logistics Management College joined.

17th Annual Strategic Enrollment Management (SEM XVII) Conference, October 28 – 31, 2007

Membership information was sent to the following 21 non-member institutions that attended the 2007 SEM conference:

Assiniboine Community College,
Canada
Bellevue Community College, WA
Cascadia Community College, WA
Gulf Coast Community College, FL
Hazelden Graduate School of
Addiction Studies, MN
Hinds Community College, MS
Intellitec Medical Institute, CO
Inter American University of Puerto
Rico Inc, PR
Leech Lake Tribal College, MN
Lincoln Land Community College,
IL
Mississippi Gulf Coast Community
College, MS

Nunez Community College, LA
Oregon College of Oriental
Medicine, OR
Penn State World Campus, PA
Quest University Canada, Canada
Red River College, Canada
South Arkansas Community
College, AR
University of Akron Wayne
College, OH
University of South Australia,
Australia
Woodland Community College, CA
Xavier University of Louisiana, LA

As a result of this mailing, Gulf Coast Community College and Financial Aid Services joined.

Managing for Outcomes Webinar, September 19, 2007

Membership information was sent to 12 non-member individuals (including 3 from non-member institutions) that attended the “Managing for Outcomes: Shifting from Process-Centric to Results-Oriented Operations” Webinar. The following are the 3 non-member institutions that attended:

California University of PA
Rock Valley College, Rockford, IL
Northeastern State University, OK

As a result of this mailing, California University of PA joined.

RESEARCH

6220 Research

Registrar's Office Survey

Part 1 of the report on this survey, sent in the Fall 2007, appeared in the January 24 issue of Transcript. The topics in Part I include:

- the Registrar's Office structure
- whether various potential functions are performed in that office, in another student services or academic office, or shared among several offices functions performed by the office
- office location relative to other buildings on campus
- whether the Registrar's office functions within a one-stop center, and
- salaries of staff in the Registrar's Office.

Part 2 of the report appeared in the January 31 issue of Transcript. It includes results on:

- the office and staff size according to enrollment for different types of institutions and
- placement of the Registrar's Office within the organization of the institution

These reports also are posted to the Professional Development page of the AACRAO Web site (http://www.aacrao.org/pro_development/surveys/index.cfm). Results were figured both for U.S. Title IV-eligible institutions only, and then for all institutions that responded, including non-U.S. institutions and institutions in the United States that are not Title IV-eligible.

Member Satisfaction Survey

This year's AACRAO member satisfaction survey report will be completed after the final notice is sent to members to complete the survey by mid-March. This survey gauges the importance to members of specific AACRAO services and products, as well as the members' satisfaction with those services. Done annually in order to track changes over time, the survey also includes appropriate changes to accommodate new AACRAO programs and programs that are no longer offered.

Expected date of report: March 20

ACG/SMART Grants

This survey will ask respondents from the admissions office, the registrar's office, and the financial aid office about their familiarity with Academic Competitiveness Grants (and SMART grants for continuing students). It will consider respondents' knowledge of the coursework requirements for eligibility, which office(s) are responsible for determining eligibility, verification process, familiarity with programs of high school study in the state, and whether there has been a change in the numbers of applicants who took academically rigorous coursework. We will ask about work load required to administer these grants, any changes in subjects taken pursued by students, and other related information. We are doing this survey in collaboration with NACAC.

Potential date: March 17

Registrars' Transcript Practices

We will run a survey of registrars on transcript practices, similar to the one we ran in 2003 that was published in "The AACRAO 2003 Academic Record and Transcript Guide." This will help us follow the continuity or evolution of certain practices, such as inclusion of disciplinary action notations on transcripts, use of Social Security Numbers, documents required of students in order

to make name changes, and the use of e-mail to document official academic decisions, among others. It will be updated as appropriate to consider and track new practices, but also will track the same practices explored in the 2003 survey.

Potential date to run survey: April 1

Enrollment Managers' Survey

AACRAO is working on an enrollment managers' survey. This first survey of several on enrollment management will focus on the profession and practice itself. Likely areas that we will investigate in this survey include: what individual chief enrollment managers actually do; their backgrounds and job histories; institutions' organizational structures and how their enrollment managers fit in; any changes made as a result of the student loan fiasco; various enrollment management implementation strategies and what has worked. (Note that focus groups on enrollment management that were held at the 2007 SEM conference are being used to help inform this series of enrollment management surveys. The report on these focus groups will be posted on the AACRAO Board web site.)

Potential date to run survey: May 1, 2008.

Student Retention

AACRAO is planning a series of surveys on retention issues, which may be part of the Enrollment Management series, to explore models, student engagement and practices to enhance engagement, assessment of retention programs, tracking of students post-college. Other topics will include, either in this survey or in a subsequent one, transfer credit practices and dual enrollment. (We plan to develop a catalog of case studies after that survey.) Focus groups will be run during the AACRAO annual meeting to home in on the most useful topics for the first survey.

Potential date of first in series: June 1, 2008

Transfer Issues

As a follow-up to the Transfer Conference that was held in DC February 18 and 19, we will be running focus groups at the annual meeting to determine the most useful topics for next year's potential conference.

In addition, we are meeting with individuals to explore what types of surveys on transfer issues and best practices might be useful.

Admissions

We are holding discussions with NACAC in order to take advantage of the large annual surveys that association runs on admissions issues and to optimize the usefulness of the information we obtain in our own surveys. The potential for a useful joint survey is there; we are only at the beginning stages of these discussions.

MEETINGS AND WORKSHOPS

6300 Registrar 101

We will be holding a Registrar 101 Workshop at the Annual Meeting. Currently, there are 64 people registered to attend.

Plans are also underway for a stand alone Registrar 101 Workshop in the Chicago area. Dates are August 4-5. We are hoping to attract at least 50 participants.

6305 SEM Conference

2008 SEM Conference

The 18th Annual SEM Conference will be held in Anaheim, California, November 16-19, 2008 at the Anaheim Marriott Hotel.

The SEM Call for Proposals was opened on February 1. We are sending out requests for proposals via announcements in Memberlink, and are planning to send a stand-alone email to past SEM attendees as well as one to the entire membership. The SEM website has also been populated and contains updated information on the meeting.

Corporate marketing efforts began in October for this meeting. The SEM '08 Corporate Opportunities Brochure was distributed in New Orleans, along with the Corporate Opportunities Brochure for our other meetings, our new Advertising Brochure, and our corporate partner application.

For SEM 2008, we have already secured five exhibitors:

- Education Systems (EMAS Pro)
- Rapid Insight
- James Tower
- NRCCUA
- ImageNow

For SEM 2008, we also have the following sponsors:

- Datatel – Totebags
- ImageNow – Badge Holders
- SunGard Higher Education – Transition Screen
- Scantron – Session Evaluation
- SPSS – Cyber Café

For SEM 2008, we have already secured two corporate presentations:

- Datatel
- ImageNow

6320 FERPA Workshop

We have budgeted for one on site FERPA Workshop that will be scheduled with a REG 101 in Chicago. We are budgeting for 60 attendees. Brad Myers has agreed to be a faculty member for both meetings.

6330 AACRAO Technology Conference

The 2008 AACRAO Technology Conference will be held at the Baltimore Marriott Waterfront Hotel, July 10-12. The confirmed 2008 sleeping room rate is \$179 plus tax single or \$189 plus tax double occupancy.

The Call for Proposals for the Tech Conference has been extended to March 17 to allow for last-minute submissions. We plan to begin work on the Tech Registration brochure in early April. The registration website for the Tech Conference will open in early April.

We prepared a Corporate Opportunities Brochure for Tech '08 to distribute at the '07 Conference. We encouraged attendees to sign up for booth space and presentations on-site. We also distributed a comprehensive Advertising Brochure and information on the corporate opportunities available at our other meetings.

The following companies have signed up to exhibit at Tech '08:

- Miami University DARS
- National Transcript Center
- National Student Clearinghouse
- Runner Technologies
- Rapid Insight
- CollegeNet
- Docufide
- Leepfrog Technologies
- Blackbaud
- CollegeSource

To date, we have two corporate presentation reserved for Tech '08:

- Runner Technologies
- College Source

For TECH 2008, we also have the following sponsors:

- Datatel – Totebags
- ImageNow – Badge Holders
- Scantron – Session Evaluation
- SPSS – Cyber Café

The 2009 AACRAO Technology Conference will be held at the JW Marriott Starr Pass Resort & Spa in Tucson, Arizona, July 19-21. The confirmed 2009 sleeping room rate is \$132 plus tax single or double occupancy.

6345 Admission Institute

Planning began in 2007 for two onsite Admission Institutes.

6350 Distributive Learning

Both the registrar-related courses were taught this past fall – Registrar 101 and Managing the Registrar's Office. Both reached capacity registration (30-35). When the number of postings reaching each faculty member rises to the level of 100-150, we have judged that the faculty cannot handle more than 30-35 students at a time, and so we limit registrations so that each participant can receive full attention.

Traditionally, we present the two admissions-related courses – Admissions Counselor 101 and Admissions Manager – in the spring, winter and summer, rather than the fall. Thus, there were no admissions online courses to report on for this past quarter (fall).

We had so many members interested in enrolling in Managing the Registrar's Office for the Sept. 15-Oct. 10, 2007 session (taught by retired registrar and online facilitator Don Bunis) that we will be accepting enrollments as of March, rather than April, for the next session, scheduled for June 2-29, 2008.

Webinar on Transfer Credit Evaluation – Was held on Wed., Oct. 17, 2007, and attracted the largest paid audience we have ever had – 200 paid and many others listening at any given site, for a total of \$15,000.

The presenters were Lee Furbeck (Associate Director, Admissions and Scholarships, University of Kansas); Tina McEntire-Mason (Director of Undergraduate Admissions, University of North Carolina, Charlotte); and Seth Kamen (Director, Office of Community College Relations, University of Baltimore). Wanda Simpson, Vice President for Records and Registration, did the introduction and mentioned at the outset that we have Transfer Credit Practices (TCP) available online and now again in print, for the first time in six years. She also mentioned that we are always looking for Reporting Officers.

6375 AACRAO Transfer Conference

Marketing is beginning to publicize AACRAO's first Transfer Conference, which will take place on February 18-19, 2008 at the Mayflower Hotel in Washington, DC. The theme of the conference is **Critical Issues in Transfer Credit: A Perspective for the Future**. The Director of Strategic Marketing has been working closely with the Associate Executive Director and the new Director for the Transfer Conference, Judy Coughlin, Registrar, Anne Arundel Community College to launch the event. We are in the process of receiving final confirmations from speakers. The conference will explore key issues in the transfer credit debate. Presentations will cover accreditation, transfer patterns and their impact on degree

attainment, the definition of transfer, key legislative issues affecting transfer, state-related transfer activities, and diploma mills.

AACRAO Marketing is developing marketing materials for the conference, including the AACRAO Transfer website; mailing invitations to 4,000 college presidents and provosts; sending targeted email blasts to professionals in the HEP directory; and listing information in external marketing channels. We will also utilize lists from the AACRAO Transfer webinar and will include regular articles in AACRAO's *Memberlink* and *Transcript*.

6390 Webinar

Webinar on Transfer Credit Evaluation – Was held on Wed., Oct. 17, 2007, with Lee Furbeck (Associate Director, Admissions and Scholarships, University of Kansas); Tina McEntire-Mason (Director of Undergraduate Admissions, University of North Carolina, Charlotte); and Seth Kamen (Director, Office of Community College Relations, University of Baltimore). Wanda Simpson, Vice President for Records and Registration, mentioned at the outset that we have Transfer Credit Practices (TCP) available online and now again in print, for the first time in six years. She also mentioned that we are always looking for Reporting Officers.

This Webinar attracted well more than 200 paid registrants, thus showing that there is great interest among AACRAO members in transfer matters.

PUBLICATIONS

6400 General Publications

The top five best-selling titles for the 2006-2007 fiscal year, starting with the most popular, include:

The 2006 FERPA Guide
The Registrar's Guide
Transfer Credit Practices (TCP)
The Basic Guide to Enrollment Management
The FERPA Quick Guide

In the current fiscal year which started on October 1, 2007, the best-selling titles continue to include the above titles and the two latest publications, keeping in mind that publications see heaviest sales in the first months of their release.

The following are the latest publications released by AACRAO with brief descriptions and sales information. The listing starts with the newest publication:

The SEM Imperative: Taking Enrollment Management Online

This SEM publication was released October 24, 2007 in time for the SEM Conference and was authored by Craig Westman, Ph.D. and Penny Bouman along with 19 contributing authors. *The SEM Imperative: Taking Enrollment Management Online* demonstrates how higher education can create content, tools, and experiences to connect with the Gamer audience and build relationships in an Internet-driven world. As of January 31, 2008, 149 copies have been sold.

Managing for Outcomes: Shifting from Process-Centric to Results-Oriented Operations

This guide was released July 26, 2007 and was authored by Wayne Sigler, Ed.D. It presents the Outcome-Oriented Operations (Tri-O) Management System, a coordinated leadership/management system that enables organizations to thrive by consistently delivering specific, measurable outcomes that are expected and valued by key stakeholders. As of January 31, 2008, 385 copies have been sold.

Academic Dishonesty: Developing and Implementing Institutional Policy

This overview of academic dishonesty was released on June 12, 2007. Drawing heavily from current literature, case law, and a survey of fifty-two North Park University (Chicago) faculty members, author Dennis Bricault, Ph.D analyzes the legal issues affecting academic misconduct and provides guidance for assessing and restructuring institutional policies and procedures. As of January 31, 2008, 528 copies have been sold.

The Educational System of France

The Educational System of France is a guide for United States admissions officers to the structure and content of the educational system of France. The book was released for the 2007 NAFSA Conference (May 29- June 1, 2007) in Minneapolis, and as of January 31, 2008, 140 copies have sold.

The Impact of Bologna and Three-year Degrees on U.S. Admissions: A Focus on Europe, Australia and the United Kingdom

This monograph captures the presentations and discussions among participants from a November 2006 symposium on how to develop admissions policies regarding international applicants with three-year bachelor's degrees. It was released March 13, 2007, and as of January 31, 2008, 267 copies have sold.

Accreditation Mills

The book was released March 6, 2007 and was authored by Allen Ezell. It gives a historical perspective of the accreditation mill problem, defines tactics used by mills to deceive the public, and explains how readers can take an active role in the fight against them. As of January 31, 2008, 213 copies have sold.

Community Colleges and Student Information Systems Implementation: A Survey on the Registrar's Role

The book was released on November 22, 2006. Based on a dissertation submitted by Sandy Lepley, it utilizes the findings of a survey to report the ways in which systems implementation has affected the perceived role of the community college registrar. As of January 31, 2008, 60 copies have sold.

Electronic Database for Global Education (EDGE)

EDGE became available for subscription on November 2, 2006 featuring 40 country profiles. Since its release, an additional 74 profiles have been added, making the current total 114. This electronic resource provides easily accessible up-to-date information on foreign educational systems. In November 2007, subscription renewals began and will continue throughout the year as memberships expire. As of March 4, 2008, 316 institutional subscriptions have been purchased, totaling 723 individual users. A total of 62 EDGE authors have been paid an honorarium of \$300 each for a total of \$18,600. EDGE will continue to be expanded regularly until we have published the chosen 125 country profiles, which represent where 99% of US visa holders are educated.

FERPA Quick Guide

The FERPA Quick Guide was released September 21, 2006, with a preface given by Dennis Hicks. Designed to give staff members key facts on their role in FERPA compliance, this short publication provides a basic overview of the Family Educational Rights and Privacy Act of 1974, as amended, and the full text of its regulations. As of January 31, 2008, 803 copies have sold.

Gamers Go to College

Gamers Go to College illustrates how Gamers create and demand a convergence of technology in higher education. The publication's overarching theme highlights the vital role communication plays and the varying venues that are at higher education's disposal in light of the Gamers generation. The book was released in time for the AACRAO Technology Conference in July 2006 and as of January 31, 2008, 344 copies have sold.

Transfer Credit Practices of Designated Educational Institutions (TCP) 2006

Transfer Credit Practices of Designated Educational Institutions (TCP) 2006 was released in July 2006, and presents a voluntary exchange of information regarding practices for acceptance of transfer credit. This publication reports the transfer acceptance practices of one major institution in each state regarding credit awarded by other colleges and universities in that state. As of January 31, 2008, 1,117 copies have sold.

Guide to Bogus Institutions and Documents

The Guide to Bogus Institutions and Documents was released in time for the NAFSA Conference in May 2006. The publication provides the information and tools needed to face and fight the complex battle against the problem of bogus universities and degree fraud. As of January 31, 2008, 532 copies have sold.

The Educational System of the United Kingdom

The Educational System of the United Kingdom is a guide for United States admissions officers to the structure and content of the educational system of the United Kingdom. The book was released at the 2006 Annual Meeting in San Diego and as of January 31, 2008, 276 copies have sold.

The 2006 AACRAO FERPA Guide

The 2006 AACRAO FERPA Guide was released at the 2006 Annual Meeting in San Diego. The primary purpose of the publication is to provide guidance as to the substance of FERPA, and also offer training materials and forms which are available on a CD included with the Guide. As of January 31, 2008, 2,410 copies have sold.

The Registrar's Guide: Evolving Best Practices in Records and Registration

The Registrar's Guide was released at the 2006 Annual Meeting in San Diego. This guide is the first comprehensive guide to the registrar's profession to be published in 27 years. Its 35 chapters address a variety of responsibilities, ranging from registration and academic scheduling to detecting credentials fraud and implementing student information systems; preparing for commencement and preparing for accreditation; project management and budgeting. As of January 31, 2008, 1,826 copies have sold.

WORKS IN PROGRESS

Campus Visits

This quick guide will be a how-to on effective campus visit programs and the notion of creating an authentic experience for college visitors. Authors Craig Westman, Ph.D. and Penny Bouman were sent contracts in February 2008. The final text is tentatively scheduled for June 1, 2008.

Central Asia

Chris Foley submitted an application in May 2005 for a publication on Central Asia with four contributing authors – Chris Foley, Erik Johansson, Ann Koenig and Ted McKown. The first contract was

sent to Chris in June 2005. A revised contract including additional author Botir Djuraev was sent on to Chris on October 31, 2005. The contract was signed and the final text is due Fall 2008.

The College Admissions Officer's Guide

This comprehensive guide is currently being printed for release at the 2008 Annual Meeting in Orlando. Edited by AACRAO's Associate Director of Research, Barbara Lauren, it features 56 contributing authors and 44 chapters. It is similar in length and format to the Registrar's Guide.

Community College Issues

This short guide will cover current issues in community colleges, including transfer, budgeting and special populations. It will draw content in large part from previous C&U articles, Annual Meeting and SEM Meeting presentations. The guide is tentatively scheduled for publication in the Fall of 2008.

Counterfeit Diplomas and Transcripts - Are Your School's Diplomas/Transcripts for Sale?

In this publication, author Allen Ezell will overview the world of counterfeit documents and will help educators use legal and technological tools to thwart participants in the industry. A contract has been signed, and the author has purchased \$1,800 in research copies of counterfeit diplomas. The final text was delivered to AACRAO February 1, 2008, and is currently in the editing stage. The guide is tentatively scheduled for publication in June 2008.

Russia

Travel for the Russia publication was completed in 2000. Chris Foley completed his update of time sensitive information collected during the 2000 trip—adding additional descriptions and documentation as needed—and delivered it in August of 2007. A contract has been signed, the placement recommendations have been reviewed in committee, and a final draft is due in March 2008.

Second Time Around - Systems Implementation

Sharon Cramer, the author of *Student Information Systems* is interested in authoring a short guide on implementing a new system. This guide will target institutions which are planning a second systems implementation, and will focus on new issues and procedures arising the second time around. It will include recommendations from campuses that have made second implementations or significant upgrades to their current system. The guide is tentatively scheduled for early summer 2008.

The Paradox of Strategic Enrollment Management: Fulfilling Goals for Student Access and Institutional Financial Outcomes

This SEM book will focus on finance. Chapter topics and titles as well as the book title are in progress. On March 21, 2007 a timeline was sent to authors Bob Bontrager and Gil Brown. A revised timeline was sent February 4, 2008, at which time an additional author, Don Hossler, was identified. A final draft is due on June 23, 2008, and the publication is scheduled for release at the SEM Conference in November 2008.

AACRAO BOOKSTORE

Most recently, AACRAO sold a total of \$1,288 in publications at the AACRAO Winter Institute for International Admissions in Washington DC, January 15-17 2008.

SEM Conference		Day 1	Day 2	Day 3	Day 4 (1/2 day)	Total Revenue
New Orleans	2007	\$ 1,155	\$ 4,405	\$ 4,825	\$ 2,520	\$12,905

Phoenix	2006	\$ 940	\$ 3,252	\$ 3,797	\$ 2,085	\$10,075
Chicago	2005	\$ 4,605	\$ 7,426	\$ 6,199	\$ 1,246	\$19,477
Orlando	2004	\$ 1,939	\$ 2,489	\$ 4,183	\$ 2,637	\$11,209

Annual Meeting		Day 1	Day 2	Day 3	Day 4 (1/2 day)	Total Revenue
Boston	2007	\$7,209	\$10,674	\$10,204	\$2,363	\$30,452
San Diego	2006	\$24,174	\$21,929	\$20,917	\$7,372	\$74,394*
New York	2005	\$4,628	\$10,027	\$11,319	\$7,956	\$33,932
Las Vegas	2004	\$10,421	\$12,600	\$10,482	\$5,113	\$38,618
Washington, DC	2003	\$6,938	\$11,058	\$7,322	\$4,283	\$29,602

**Released Registrar's Guide, 2006 FERPA Guide and United Kingdom*

Technology Conference		Total Revenue
Minneapolis	2007	\$2,043
Denver	2006	\$2,300
Atlanta	2005	\$1,365
Newport Beach	2004	\$385

NAFSA Conference		Total Revenue
Minneapolis	2007	\$6,278
Montreal	2006	\$7,592
Seattle	2005	\$3,420
Baltimore	2004	\$6,000
Salt Lake City	2003	\$2,500
San Antonio	2002	\$10,000*

**PIER book sale was held.*

In February 2008, a column titled "Relevant AACRAO Publication" was added to the sessions listings of the 2008 Annual Meeting program, allowing attendees to view related publications (if any) as part of session information.

MARKETING AND ADVERTISING

Our marketing efforts have yielded positive results, evidenced by our record sales and consistently low number of book returns. The low number of book returns is direct proof that our advertising has been accurate and well-received.

- Sample AACRAO publications were exhibited at the following meetings:
 - o ACE Annual Meeting in San Diego, Feb 9-12, 2008
 - o AACRAO Transfer Conference in Washington DC, Feb 14-15, 2008
 - o AACRAO Winter Institute for International Admissions in Washington DC, January 15-17 2008
 - o SACRAO Annual Conference in Williamsburg, VA, Feb 9-13, 2000
- Review copies were given to the following journals and associations:

- o In February 2008, a review copy of *Managing for Outcomes* was sent to Jane Erskine, Editor of Book News, Inc's quarterly *Reference and Research Book News Journal*. It has a readership of 1500 college librarians. Her reviews are also on several websites and databases which include EBSCO, ProQuest, Books in Print with Reviews On Disk, and Powells.com.
 - o In February 2008, a review copy of *Managing for Outcomes* was given to Gaston Caperton, President of the College Board.
 - o In February 2008, a review copy of *Managing for Outcomes* was given to Dick Ferguson, the CEO and Chairman of ACT.
- Desk copies were given to the following individuals at their request:
 - o Terry Radcliff was sent a desk copy of *SEM Revolution*. He is an adjunct professor teaching a course at Capella University called ED 7601- Introduction to Enrollment Management, and is using *SEM Revolution* as required reading. The course is part of a post masters certificate in Enrollment Management and an elective in the doctoral program in Leadership in Higher Education. There are about 15 students in Terry's section.
 - o Dr. Fred Volkwein and his teaching assistant were each sent desk copies of *SEM Revolution* and *Essentials of Enrollment Management* for use in teaching their course HI ED 598E, Enrollment Management which is taught in the Instructional Research Certificate program at Penn State University, World Campus.
- In recent issues of *SEM Source*, the following publication has been featured:
 - o *The SEM Imperative: Taking Enrollment Management Online* (December 2007 and March 2008)
- In recent issues of *Memberlink*, the following publications advertisements have been included:
 - o Transfer Publications and *TCP 2006*
 - o *FERPA Quick Guide*
 - o Commencement Planning with *The Registrar's Guide*
 - o *The SEM Imperative*
 - o Search the AACRAO online publications catalog topically.
 - o Technology Publications and *Student Information Systems*.
- Seven publications advertisements were featured in the December 2007, vol. 83:2 edition of C&U Journal: Foreign Educational Credentials Required (half page), Work of the Registrar (full page), International Graduate Admissions Guide (half page), Complete SEM Solution (half page), EDGE (full page), In Print (*Managing for Outcomes* and *Academic Dishonesty*), Resources for International Admissions (2 page).
- In January and February, a link to the SEM page of the AACRAO publications catalog was placed on the AACRAO Consulting website.
- In January 2008, a joint focus group was held with ACE to research the use of AACRAO's *TCP 2006* and ACE's *Accredited Institutions of Postsecondary Education* directory. Transfer professionals at institutions in the DC area were invited to give feedback on the two publications as well as other needs and concerns that involve the credit transfer process. As a result, an exchange agreement with ACE was reached in which AACRAO will include a full-page advertisement for ACE's AIPE directory in our annual meeting program, and in return ACE will

include an AACRAO publications advertisement in an upcoming edition of *The President* magazine.

- In January 2008, we extended the member rate to students from Drexel University enrolled in the online course—Introduction to Strategic Enrollment Management taught by Allan Coheley—for the *Basic Guide to Enrollment Management*.
- In January 2008, we extended the member rate for the *SEM Revolution* publication to 20 students from Penn State University enrolled in the graduate course called Conducting Enrollment Management Studies, taught by Dr. Fred Volkwein. The course is part of the Graduate Certificate in Institutional Research conducted online through the College of Education.
- In February 2008, Wayne Sigler presented on his book, *Managing for Outcomes*, at the College Board Midwest Regional Forum in Chicago, and distributed publications flyers to session attendees.
- In February 2008, publication inventory was reduced and consolidated in an effort to decrease storage costs at our distribution center.
- AACRAO is donating its most recent publications to the ACE library for inclusion in their catalog and for use by patrons of the library. ACE will include AACRAO publications in its monthly list of new acquisitions distributed to all the higher education associations at One Dupont Circle. This service is free.

PERMISSION GRANTED

- In December 2007, Louise Hoxworth, Program Manager at Minnesota State Colleges & Universities was given permission to use various definitions from The AACRAO 2003 *Academic Record and Transcript Guide* in the glossary page of their Transfer Website (<http://www.mntransfer.org/Glossary/glossary2.html>).
- In January 2008, Thomas Black was given permission to share copies of his *C&U* article “A Case for Electronic Transcripts” (Volume 82, Issue 2) with colleagues from other schools.
- In February 2008, XanEdu was granted permission on behalf of Capella University to include Chapter 7 of *Strategic Enrollment Management Revolution* in a digital CoursePack for approximately 10 students enrolled in ED7611 during the Spring 2008 semester. XanEdu posted the material on a password-protected Web site at www.xanedu.com. Only the instructor and students registered for this course have access. The material will be removed at the end of the semester.
- In February 2008, permission was granted to Professor John Whitman at Northeastern University, Boston MA to make 18 copies of chapters 1 and 3 of *SEM Revolution* for use in his graduate course (ED 3220—Enrollment Management) beginning March 31, 2008. The articles will be used in conjunction with AACRAO’s *Basic Guide to Enrollment Management* as base text.
- In February 2008, permission was given to Stephanie Brown, Associate Vice President, Nova Southeastern University to copy and distribute pages from the 2006 *FERPA Guide*, for a FERPA training she is giving to academic advisors at her college. Date and location are forthcoming.
- In February 2008, permission was given to Syracuse University to republish two *C&U* articles in a new work called “Project Advance Research and Evaluation.” The two articles were:

- o “College Credit Earned in High School: Comparing Student Performance in Project Advance and Advanced Placement” by J Mercurio, L Lambert and R Oesterle, 59(1), 74-86.
- o “College courses in High School implication for Enrollment Management” by L Lambert and L Ruiz, 63(2), 140-147.

6430 TCP Publications

Transfer Credit Practices of Designated Educational Institutions (TCP) 2006 was released in July 2006, the first print copy in 8 years. AACRAO has established this voluntary medium of information exchange for over 70 years, in order to provide crucial information to colleges and universities to determine their own transfer credit practices. The online version continues to be available to members at http://www.aacrao.org/users_only/TCPForm/.

An on-going effort to recruit new reporting officers has yielded a total of 31, ten of which have completed their reporting in the TCP database. As a result of our efforts to recruit the top 20 two-year colleges, the following nine two-year colleges have volunteered to report for TCP:

1. Broward Community College, Florida
2. Salt Lake Community College, Utah
3. Monroe Community College, New York
4. Suffolk County Community College, New York
5. Santa Fe Community College, Florida
6. Houston Community College System, Texas
7. Montgomery College, Maryland
8. CUNY Borough of Manhattan Community College
9. CUNY Queensborough Community College

On June 8, 2007, an e-mail was sent to all 85 TCP reporting officers requesting that they update their state’s credit practice information. A follow-up email was sent on February 5, 2008, reminding reporting officers to update information by March 31, 2008.

6450 AACRAO Electronic Database for Global Education (EDGE)

As of January 31, 2008, the total expenses for this project are \$116,798 and the total revenue is \$90,773, with a net loss of \$26,025.

Year	Expense	Revenue
2004/2005	\$11,123	\$0
2005/2006	\$27,486	\$21,075
2006/2007	\$53,018	\$47,669
2007/2008	\$25,171	\$22,029
Total	\$116,798	\$90,773

EDGE became available for subscription on November 2, 2006 featuring 40 country profiles. Since its release, an additional 74 profiles have been added, making the current total 114. This electronic resource provides easily accessible up-to-date information on foreign educational systems. In November 2007,

subscription renewals began and will continue throughout the year as memberships expire. The fee for the second year increased \$100 for member and non-member institutions.

As of March 4, 2008, 316 institutional subscriptions have been purchased, totaling 723 individual users compared with 276 institutions and 629 individuals in November, 2007. A total of 62 EDGE authors have been paid an honorarium of \$300 each for a total of \$18,600. EDGE will continue to expand regularly until we have published the chosen 125 country profiles, which represent where 99% of US visa holders are educated.

The EDGE Database was demonstrated to members at the 2007 Annual Meeting, the 2007 NAFSA Conference, and the 2007 AACRAO Technology Conference allowing for on-site registration. EDGE was also demonstrated for several divisions of Homeland Security and as a result, 47 DHS employees have subscribed to EDGE as a test for possible subscriptions for all Immigration Adjudicators. In addition, discussions have begun with the US Department of Labor as to their possible enrollment in EDGE. An EDGE user survey was distributed to all users in October 2007.

6530 Compliance

The College Admissions Officer's Guide – This companion volume to ***The Registrar's Guide*** is on track for publication in time for AACRAO's Annual Meeting in Orlando in March 2008. There will be a presentation on the book – what it is and how to use it – on Wed., March 26, 8:30 – 9:45 a.m., with a book signing immediately afterward.

Registrar 101 at the Annual Meeting

Presenters will be Glenn Munson (Registrar, Rhodes College, and AACRAO Vice President for Records and Registration), and Barbara Lauren (AACRAO staff). Staff is coordinating receipt of substantive materials and preparation of the workbooks, in addition to presenting two of the five modules. The five modules are: Role of the Registrar; Classroom and Facilities Management; Information Sources for Registrars; Class Scheduling and Registration; and FERPA: Major Scenarios You Should Know About. The day concludes with an open discussion of questions and hot topics.

Registrar 101 is traditionally one of the largest of the pre-conference workshops. We have 54 attendees signed up so far, but the total will probably be more than 60. Since the charge for attendance at the day-long session is \$135, which means at least \$8100 of income to the association.

COMMUNICATION/GOVERNMENT RELATIONS

6505 Government Relations

Legislative Developments

On February 7, 2008, by a vote of 354-58, the House of Representatives passed its bill (H.R. 4137) to reauthorize the Higher Education Act (HEA). The Senate had passed its version of the reauthorization bill on July 24, 2007. The House action, therefore, set the stage for the House-Senate negotiation process—conducted through a House-Senate Conference Committee—to work out the differences between the two chambers' respective bills and produce a final version of the bill. The staff of the House Committee on Education and Labor has been meeting with staff of the Senate Committee on Health, Education, Labor and Pensions since late February, and the reauthorization of the HEA, now five years behind schedule, appears likely to occur by April 30, 2008, when the latest extension of its programs is scheduled to expire.

The last full-fledged reauthorization of the HEA occurred in 1998, and the various programs authorized under the Act have been sustained through a series of extensions since 2003, when it should have been reauthorized had Congress maintained the regular five-year reauthorization cycle.

With the House vote, AACRAO scored a major victory in its multi-year battle with proponents of federalizing rules on transfer of academic credit. When the Senate Committee on Health, Education, Labor and Pensions initially unveiled its draft in June, it included language from previous House and Senate bills that would have banned colleges from basing their credit acceptance policies on the identity of a sending school's accrediting body. AACRAO's strong opposition resulted in the Senate language being changed to a simple and reasonable requirement that all institutions provide information on their transfer credit acceptance policies. The final House bill uses the same language as the Senate-passed version. The transfer issue appears to be effectively settled since the identical language of the two bills places the provision outside the scope of House-Senate conference.

Beyond the satisfactory resolution of the transfer issue, the bill, which now weighs in at slightly more than 850 pages, is replete with various new programs, most of which are unlikely to be funded. In addition, the legislation contains numerous new data reporting requirements, which, at least by one preliminary count, added some 700 new data elements to the disclosures demanded of participating higher education institutions. AACRAO is pleased that the House bill contains new language on voter registration that has been advocated by the Association. The revised voter registration provisions of the House bill would allow institutions to far more reasonably comply with the current voter registration mandate through distribution of electronic links to web-based registration forms.

AACRAO is also specifically referenced in the provisions of the House bill related to combating diploma mills. The provisions in question, authored by Rep. Betty McCollum (D-MN), would include a representative of the Association on a federal panel charged with developing additional recommendations for federal action against diploma mills and credentials fraud.

The House bill does include provisions related to college textbooks, authored by the late Rep. Julia Carson (D-IN), which would require institutions to supply certain textbook information to students at the time they pre-register for classes. AACRAO has worked with congressional offices to reduce the scope of the new mandate and has sought more flexibility for institutions in connection with any new textbook requirements.

Legal Update

On February 14, 2008, upon learning that a travel company was illegally using the Association's trademarked name as a Google search term to advertise hotel rooms in Orlando, AACRAO sent a cease and desist letter to the company. The letter from the association's legal counsel warned the company, HDMC Group, LLC, that AACRAO would take all necessary legal actions to protect its federally registered marks, and demanded that the company immediately discontinue its illegal activities.

On February 20, 2008, AACRAO received a letter from the HDMC Group indicating that they would comply with the Association's demands. AACRAO has since learned that several other entities are also engaging in similar activities, and will take identical steps against them.

6515 Communications

AACRAO media relations efforts continue to very prominently feature the Association before the public. AACRAO has received excellent coverage in virtually every major newspaper in the country since

December. Our media relations efforts have successfully communicated the AACRAO public policy positions.

6540 SEM Source: An Update on Trends in State-of-the-Art Student Services

SEM Source provides members with news and information of interest to enrollment managers. The publication is designed to enhance AACRAO's presence in the field of Strategic Enrollment Management as well as attract new attendees to the annual SEM Conference. Second, bundling the publication with membership enhances the value of joining the association and provides a new member benefit.

Recent issues have included the articles: My Staff Are Competent, Right?, by Reid Kisling; Engaging Faculty in Undergraduate Recruitment: Perspectives, Suggestions and Tips, by Alison Carter, John Lehman and Christopher Tremblay; Parents: Not So Silent Partners in Student Enrollment and Success—Creating Initiatives to Effectively Engage Parents at a Two-year College, by Alicia D. Caudill and W. Mack Palmour; It's Not Just You, the Workplace Has Changed: An Introduction to Cross-generational Communication, by Tom Richmond; and Enrollment Management and Assessment: Helping to Measure Institutional Effectiveness, by Lawrence T. Lesick.

SEM Source articles have been featured regularly in Memberlink. SEM Source has been advertised in C&U and in AACRAO conference programs.

The SEM Source database includes nearly 400 feature articles.

PROJECTS/CONTRACTS

6755 Consulting Services

Projects

Since December 2007 we have signed 13 new contracts for a total of 16 new projects for FY 2007-2008.

Institution	Project Description
Bemidji State University	SEM and technology review
Clackamas Community College	SEM review
Gulf Coast Community College	SEM and recruitment review
Loyola Marymount University	Registrar's office audit
North Central State College	Enrollment planning workshop
Oakland University	Registrar's office audit
Texas A&M University – Corpus Christi	Financial aid office audit
Truckee Meadows Community College	Business practice audit of admissions and records
University of Idaho – <i>Phase Two</i>	Assistance with implementation of SEM

	financial model
University of Michigan – Flint	Registrar’s office audit
University of Michigan – Flint – <i>Phase Two</i>	Assistance with implementation of registrar’s office audit recommendations
University of Nevada – Las Vegas	SEM review
Utah State University	SEM financial model

	FY 2008				
	Pub 4yr	Pub 2r	Pri 4yr	Other	Total
Inquiries	16	14	18	4	52
Proposals	16	11	10	2	39
Contracts	8	5	2		15
Contracted fees	\$149,405	\$55,550	\$12,750		\$217,705

Web site

The AACRAO Consulting web site continues to be a primary source of project inquiries. We have established a timeline for weekly update to site material, to keep it fresh and encourage return visits. We have begun experimenting with featuring specific consulting services as a way of driving additional business. Recent highlighted services have included Registrar’s Office Audits, Admissions Office Audits, and Financial Aid Planning. Web stats indicate that these efforts are successful. Following a e-mail blast highlighting the posting of the new SEM Brief, the AC web site saw a 500% increase in traffic, consisting of 371 visits, 350 unique visitors, and 1,137 page views. Other recent content enhancements include testimonials from AC clients, articles from C&U, SEM Briefs, and webinar advertising.

Marketing

AACRAO Consulting will be exhibiting at the Annual Meeting and NASPA in March 2008, and AACC in April 2008. Announcements advertising AC’s presence at these meetings will appear on the AC web site and in MemberLink. AACRAO Consulting marketing materials have been present at the AACRAO booth at the following meetings: Middle States ACRAO in December 2007, ACE Council on Education’s annual conference in February 2008, and SACRAO’s annual meeting in February 2008.

Post-consulting phone calls are being placed to evaluate effectiveness of services provided and to generate material for testimonials. Completed testimonials will be used in AC promotional material and posted on the AC web site.

Webinars

In February AACRAO Consulting held the webinar “Enrolment or Enrollment: Implementing SEM in Canada”. The webinar was presented by Clayton Smith, Vice-Provost, Students & Registrar at the University of Windsor, and Susan Gottheil, Executive Director, Enrolment Management and Registrar at Mount Royal College. The webinar had 107 registrants and received positive feedback from participants. Of the 107 registrants 47 responded to the follow up survey; the majority of feedback was favorable regarding the webinar content and presentation, with several requests for the material to be covered again at an advanced level.

The webinar was advertised in MemberLink, Transcript, on the AC web site, and through e-mail blasts to AACRAO and ARRUC members.

Upcoming webinars include:

- At-Risk Students (Parts I and II) with SPSS
- Outcomes-Based Research (Parts I and II) with SPSS

SEM Briefs

A SEM Brief on SEM and community colleges, “A Community College Roadmap for the Strategic Enrollment Management Journey”, authored by Christine Kerlin, was released February 13, 2008. Upcoming SEM Briefs will cover topics such as retention and financial aid leveraging.

The SEM Brief was e-mailed to all members and 2007 non-member SEM attendees. It was posted on the AC web site and featured in MemberLink and Transcript.

Upcoming SEM Briefs include:

- A paper on financial aid leveraging by Tom Green in May 2008.
- A paper on retention in by Amanda Yale in July 2008.

MARKETING

(Number not yet assigned) **Marketing**

The marketing department has been supporting the meetings department by promoting AACRAO’s 94th Annual Meeting. There have been three weekly newsletters advertising the Annual Meeting in the *Greentree Gazette*, regular banner ads within *Inside Higher Ed* and a ½ page color ad in the *Chronicle of Higher Education*.

AACRAO marketing has continued its efforts to reduce AACRAO’s expenses by embracing the “**Making Greener Choices**” campaign. The department has reduced the size and bulk of brochures, printed the onsite program on recycled paper, reduced the number of paper inserts in the tote bags, made double-sided copies and increased display advertising to drive members to register for the Annual Meeting via the Web.

AACRAO’s Transfer Conference

The Transfer Conference surpassed all expectations by attracting more than 260 attendees to the Mayflower Hotel in Washington, DC. AACRAO’s marketing department engaged in intensive marketing efforts through repeated email blasts with AACRAO’s IT department., updated weekly articles in *Memberlink* and *Transcript* and establishing last minute in-kind trades with existing media partners (*Chronicle*, *Inside Higher Ed* and *Greentree Gazette*)

AACRAO marketing developed a postcard invitation that was mailed to senior campus leaders and higher education professionals across the country and in the greater DC Metro area. AACRAO marketing worked closely with AACRAO’s VP Admissions & Enrollment Management, associate executive directors and the conference director, Judith Coughlin, to execute the program.

CollegeSource provided \$20,000 for the privilege of sponsoring the Transfer Conference. They were extremely pleased with its visibility and the level of attendance at the conference and have committed to

sponsor the event in 2009. Rep. Tim Bishop (D-NY), a third-term Congressman who served for 29 years in academic administration as admissions officer, registrar and Provost (at Southampton College), delivered the keynote address.

We are working with the hotel to finalize expenses, and report the financial outcome in the next ED report.

AACRAO Consulting

Marketing has worked closely with AACRAO consulting director on several assignments. AACRAO marketing promoted the Canadian SEM webinar, “Enrollment or Enrolment.” The webinar was conducted by Clayton Smith, Ed.D., Vice-Provost, Students & Registrar at the University of Windsor and Susan Gottheil, M.A., Executive Director, Enrolment Management and Registrar at Mount Royal College. Post-conference evaluations indicate that the webinar was successful, attracting 106 members with approximately 3 participants per site. ARUCC was instrumental in assisting with marketing efforts for the webinar.

AACRAO marketing worked with its graphic design firm to develop a new template for the AACRAO Consulting white papers, which are now called “SEMbriefs.” The inaugural issue of SEMbriefs, *A Community College Roadmap for the Enrollment Management Journey*, by Christine Kerlin, was launched via email blasts and Memberlink. There were 1,137 page views shortly after the email message announcing the paper was delivered.

In conjunction with AACRAO consulting director, AACRAO marketing has begun preparing for AACRAO’s 3rd Annual Executive Symposium, “Achieving Enrollment Success for the Long Term.” The Executive Symposium is scheduled to run just prior to the main SEM Conference, on November 16, 2008. The target audience for the Symposium is being expanded this year. In addition to presidents, chancellors, and provosts, the symposium invitations will encourage attendance by executive teams, including chief enrollment officers and cabinet-level executives. A flyer incorporating a new look and theme was distributed at ACE’s 2008 Annual Meeting.

Research

We will be conducting two sets of focus groups at the upcoming Annual Meeting in Orlando, the first related to student retention issues and the second related to transfer. We hope to use information on student retention as the basis for a white paper, research report or article for C&U. The focus group on transfer issues will be geared toward obtaining insight into the specific content that members would like AACRAO to provide at next year’s Transfer Conference. Research reports generated from these the focus groups will be placed on the Board website.

AACRAO Centennial

AACRAO marketing has been working closely with Leading Authorities to prepare the video montage for AACRAO’s Centennial at the 2010 and 2011 Annual Meetings. Leading Authorities submitted a working timeline and proposal for executing the project. There will be tapings taking place at the AACRAO 2009 Annual Meeting and a number of interviews with past and present leaders of AACRAO.

AACRAO Strategic Marketing Partners

AACRAO is in the process of expanding its Strategic Marketing Partnerships with Datatel, SUNGARD, EmasPro, SPSS and CollegeSource. The marketing department has been developing formal agreements with expanded marketing programs to increase the brand visibility of AACRAO’s Strategic Marketing Partners.

The marketing department has set up a two-part webinar series co-hosted by AACRAO Consulting and SPSS. The series will be on the topic of At-Risk Students and will occur during May and June 2008.

MARKETING OUTREACH EFFORTS

AACRAO recently exhibited at the following meetings:

- **SACRAO**, Williamsburg, VA February 9- 10.

AACRAO recently shipped outreach materials to the following State & Regional meetings in the fall:

- **WVACRAO** (December)

**Note: AACRAO is currently developing an exhibiting schedule for 2008 and 2009*

INTERNATIONAL EDUCATION SERVICES (IES)

6900 Evaluation Services

The volume of files processed:

Oct '03 – Feb '04	1348
Oct '04 – Feb '05	1911
Oct '05 – Feb '06	2027
Oct '06 – Feb '07	2128
Oct '07 – Feb '08	2452

Revenue for Fiscal Year '08:

FY 2007					FY 2008				
Mont h	Revenue	Expense	Net	YTD Net	Mont h	Revenue	Expense	Net	YTD Net
Oct	91,342	64,715	26,627	26,627	Oct	66,296	64,172	2,123	2,123
Nov	86,484	70,043	16,441	43,068	Nov	123,746	76,708	47,038	49,162
Dec	47,575	59,875	(12,300)	30,588	Dec	108,413	79,255	29,158	78,320
Jan	117,277	57,943	59,333	89,921	Jan	129,689	84,055	45,614	123,934
Feb	63,441	55,196	8,245	98,167	Feb				
Mar	78,676	61,645	17,030	115,197	Mar				
Apr	46,260	74,773	(28,513)	86,683	Apr				
May	92,845	103,217	(10,373)	76,310	May				
Jun	71,164	76,375	(5,211)	71,099	Jun				
July	80,067	88,020	(7,953)	63,146	Jul				
Aug	43,360	83,649	(40,289)	22,857	Aug				

			*						
Sept	64,256	91,055	(26,829)	(3,972)	Sept				
Totals	882,716	886,688	(3,972)	(3,972)	Totals				

Our capability to return to an average of three-four week turnaround has in part lead to increased volume of requests for evaluation. In addition, our phasing-in of modest fee increases and a gradual reinstatement of Priority Handling (with associated higher fees) also accounts for the increased revenue and higher YTD Net. The increased fees will be completed by the Third Quarter FY '08 as will the full reinstatement of Priority Handling.

Continued growth in the use of the on-line application form has also been observed with more than 60% of the requests processed using the on-line version. We will continue to develop on-line versions of all forms requesting services of IES.

It was necessary to purchase a new scanner in late February. The old scanner had been used since late 1996. The new scanner affords IES many advantages over the old one – speed, ability to process different sized originals, ability to image color original with no diminution of speed, and scanning multiple clients in a batch. All of these new features will allow more rapid in-processing of requests.

6930 Winter Institute for International Admissions

The first annual Winter Institute for International Admissions (Transferring Credits from Abroad) was a very successful event. With revenue of \$24,500 and a net of \$11,818, and a capacity enrollment of 50, we are pleased with this first-time offering. It appears that many of those who registered for the Winter Institute did not understand (or were not told by the person who registered them for the Institute) that the emphasis of this Institute was on the Transfer of Credits from non-US schools. Many of these Winter Institute participants have expressed interest in returning for the Summer Institute, which is more general in nature, to be held in late July, 2008.