

American Association of Collegiate Registrars and Admissions Officers
Minutes of the Meeting of the Board of Directors
December 12, 2008

Board Members in Attendance: Mary Baxton, Sam Conte, Adrienne McDay, Nora McLaughlin, Glenn Munson, Wanda Simpson Munson, Michele Sandlin, Jeffrey von Munkwitz-Smith, Paul Wiley

Staff Members in Attendance: Matt Ogle, Jerome Sullivan

Call to Order

President Wiley called the meeting to order at 8:42 a.m. Eastern Time.

Minutes

MOTION 2008.12.01 – It was duly moved and seconded that the minutes from the meeting of the Board of Directors on October 17, 2008, be approved, as amended. ADOPTED

Reports of Standing Committees

Finance & Investments Committee

The chair of the Finance & Investments committee presented its report.

MOTION 2008.12.02 – It was duly moved and seconded to delete section 2.2 (Membership) from the Association Investment Policy. ADOPTED

MOTION 2008.12.03 – It was duly moved and seconded to invest the \$135,000 bequest, along with all accrued interest into the Association's three long-term funds, according to the distribution guidelines contained in the Association Investment Policy. ADOPTED

Compensation Committee

The chair of the Compensation Committee presented its report.

Audit Committee

The chair of the Audit committee presented its report.

Governance Committee

The chair of the Governance Committee presented its report.

Program Review & Development Committee

The chair of the Program Review & Development Committee presented its report.

Strategic Planning Committee

The chair of the Strategic Planning Committee presented its report.

President Wiley ordered the written reports of the standing committees (Finance & Investments, Compensation, Audit, Governance, Program Review & Development, and Strategic Planning) to be filed.

Reports of Officers

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

Executive Director Report

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

Unfinished Business

There were no unfinished business items to be discussed.

New Business

There was no new business to be discussed.

Adjournment

MOTION 2008.12.04 – It was duly moved and seconded that the Board of Directors meeting be adjourned. ADOPTED

The Board of Directors meeting adjourned at 1:04 p.m. Eastern Time.

Attachments

Board of Directors Meeting Minutes, October 2008

Compensation Committee Report

Governance Committee Report

Board of Directors Financial Update, October 2008

Executive Director Report

American Association of Collegiate Registrars and Admissions Officers
Minutes of the Meeting of the Board of Directors
October 17, 2008

Board Members in Attendance: Paul Aucoin, Mary Baxton, Sam Conte, Nora McLaughlin, Glenn Munson, Wanda Simpson Munson, Jeffrey von Munkwitz-Smith, Paul Wiley

Staff Members in Attendance: Matt Ogle, Jerome Sullivan

Call to Order

President Wiley called the meeting to order at 1:40 p.m. Mountain Time.

Minutes

MOTION 2008.10.01 – It was duly moved and seconded that the minutes from the meeting of the Board of Directors on July 29, 2008, be approved. ADOPTED

Reports of Standing Committees

Finance & Investments Committee

MOTION 2008.10.02 – It was duly moved and seconded to approve the Association Travel Policy. ADOPTED

Compensation Committee

The chair of the Compensation Committee presented its report.

Audit Committee

The chair of the Audit committee presented its report.

Governance Committee

MOTION 2008.10.03 - It was duly moved and seconded that President Wiley appoint a task force to review AACRAO's governance structures related to the Board of Directors, including: board composition and leadership; length of service; identification and recruitment of board members; and, the nominations and elections process. The task force should be charged to evaluate those structures and make recommendations to the board, as well as provide guidance and suggest appropriate ways to implement its recommendations. ADOPTED

Program Review & Development Committee

The chair of the Program Review & Development Committee presented its report.

Strategic Planning Committee

The chair of the Strategic Planning Committee presented its report.

President Wiley ordered the written reports of the standing committees (Finance & Investments, Compensation, Audit, Governance, Program Review & Development, and Strategic Planning) to be filed.

Reports of Officers

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

Executive Director Report

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

Unfinished Business

There were no unfinished business items to be discussed.

New Business

MOTION 2008.10.4 – It was duly moved and seconded that the Board endorse the investigation of a collaboration with Peabody College of Vanderbilt University to deliver an advanced professional development opportunity to AACRAO members. ADOPTED

MOTION 2008.10.5 – It was duly moved and seconded that Tina Falkner from the University of Minnesota-Twin Cities be appointed as the Vice-Chair for the 2009-2010 Program Committee. ADOPTED

MOTION 2008.10.6 – It was duly moved and seconded to require all, or most, Board meetings to be held in the Washington, DC area. This motion was referred to the Governance Committee for review. ADOPTED

Executive Session

The Board of Directors met in executive session.

Adjournment

MOTION 2008.10.7 – It was duly moved and seconded that the Board of Directors meeting be adjourned. ADOPTED

The Board of Directors meeting adjourned at 5:46 p.m. Mountain Time.

Attachments

Board of Directors Meeting Minutes, July 2008
Finance & Investments Committee Report
Association Travel Policy Draft
Compensation Committee Report
Audit Committee Report
Governance Committee Report
Program Review & Development Committee Report
Strategic Planning Committee Report
Vice President for International Education Report
Board of Directors Financial Update, September 2008
Executive Director Report

COMPENSATION COMMITTEE REPORT

DECEMBER 2008

Members: Paul Aucoin, Mary Baxton, Nora McLaughlin (chair)

The Compensation Committee met at the close of the October board meeting and determined that the next task was to draft a compensation policy. We agreed on the goals of the compensation policy and the chair agreed to confer with the Executive Director to review those goals.

The chair conferred with Jerry Sullivan to review the committee's outline and he provided additional information about the procedures in place. Jerry provided a draft that was being developed at the national office, and pointed out the components that will be required by new IRS regulations.

The chair developed a draft policy and presented it to the committee. The committee conferred by email and approved the draft policy for consideration by the board.

The draft is attached to this report.

Submitted by Nora McLaughlin
December 11, 2008

GOVERNANCE COMMITTEE REPORT

DECEMBER, 2008

Members: Paul Aucoin, Nora McLaughlin, Mary Baxton (chair)

The Governance Committee communicated by email.

The committee reviewed the motion adopted in October (Motion 2008.10.6) requesting that a recommendation to require all, or most, Board meetings to be held in the Washington, DC area be referred to the Governance Committee for review. The Committee discussed this issue and does not believe a policy is necessary, because there may be advantages to leaving it flexible.

The Committee reviewed orientation publications for new Board members. A list of suggested publication was forwarded to President Wiley.

The Committee prepared a draft new member orientation schedule.

Submitted by Mary Baxton
December 10, 2008



AACRAO Monthly Financial Update

Highlights | Fiscal Year 2009 | October 2008

Presented: Jerry Sullivan and Samuel Conte

Overview

AACRAO's financial statements for the first month (October) of the new fiscal year (FY 2009) are reporting operating expenses in excess of revenue by (\$73,732).

The Association's investments portfolio resulted in net loss of (\$526,992) for the month compared to net loss of (\$878,193) for the entire fiscal year ending September 30, 2008.

AACRAO's combined operating and investment activities resulted in a deficit of (\$600,724) for the month of October.

Key strategic actions in lieu of economic conditions

As previously mentioned, Management took several measures to safeguard its liquid assets, including transfers of at-risk cash and money market funds into "risk-proof" products, such as Certificate of Deposits (CDARS program) and government backed money funds, totaling \$2.5 million. In addition, Management is proactively monitoring the volatile market to mitigate risk of additional losses.

Financial Position

The following summarizes AACRAO's financial position as of:

	October 2008	September 2008	Change
Cash	\$658,766	\$1,450,602	(\$791,836)
Investments	5,395,510	4,921,894	473,616
Accounts Receivable	240,320	224,960	15,360
Prepaid Expenses	329,941	303,064	26,877
Total Assets	6,905,751	7,191,229	(285,478)
Accounts Payable	159,648	122,009	37,639
Unearned Income	2,633,470	2,359,969	273,501
Total Liabilities	3,115,850	2,804,710	311,140
Net Assets	\$3,789,901	4,386,519	(\$596,617)

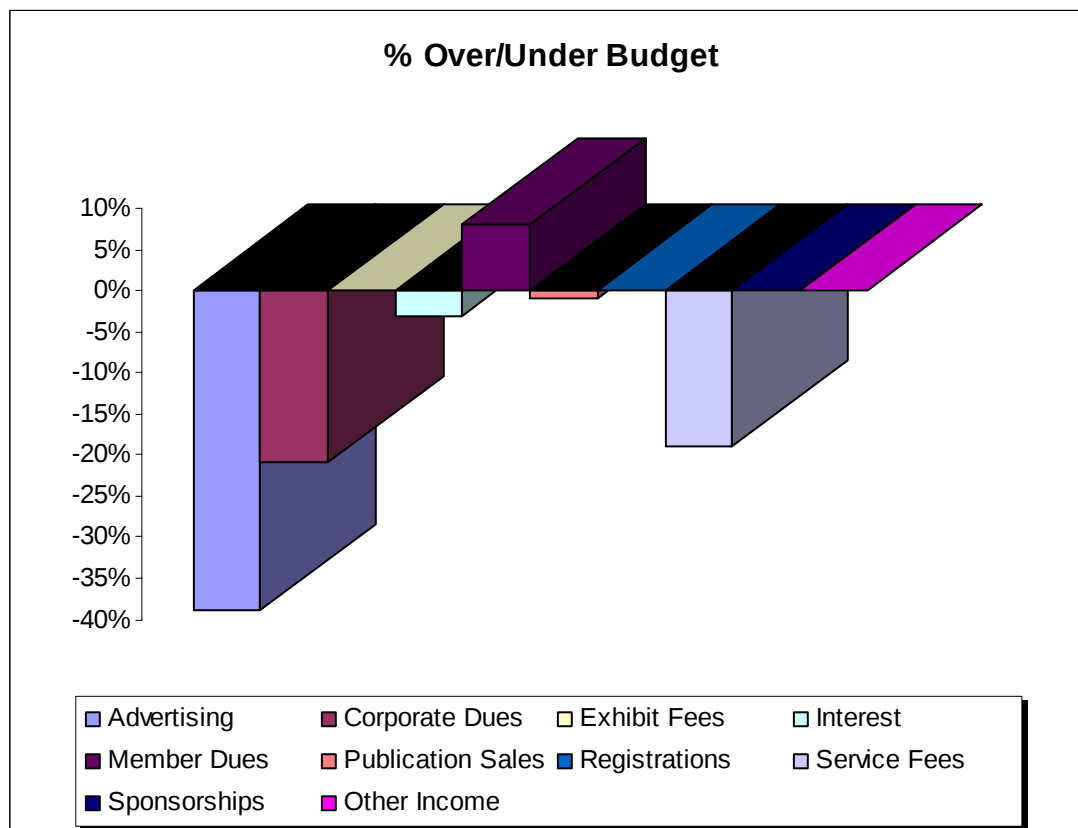
In terms of accounts analysis, the decrease in cash balance reflects transfer of funds of \$1,000,000 to the operating reserve fund placed in short-term investments held as risk-free Certificate of Deposits. The change in investments includes continuing decrease in value due to dismal market performance and the aforementioned transfer of funds. Unearned income increased during October, primarily a result of continuing receipts related to membership dues, SEM and Annual meeting.

As a result of the cross over between the dues year (July through June) and the fiscal year (October through September), three months of 2007/2008 dues were recognized in FY 2006/2007 while the other nine months have been recognized in FY 2007/2008. For the 2007/2008 membership year, \$2,322,132 were collected for membership dues and \$146,165 for corporate dues. Dues notices for

membership year 2008/2009 were mailed in May, 2008, a month earlier than prior years. As a result, as of October 31, 2008, \$2,225,972 (or 96% of last year's total membership dues receipts) has been collected for membership dues and \$85,442 (or 58% of previous year's total corporate dues receipts) has been collected for corporate dues.

Statement of Activities

Revenue: Revenue generated for October totaled \$402,387 or 94% of the month's budget (6% below budget expectations). Membership dues revenue exceeded its budget target while others are either at or fell below expectations. The following chart summarizes the variances between actual and budget amounts:

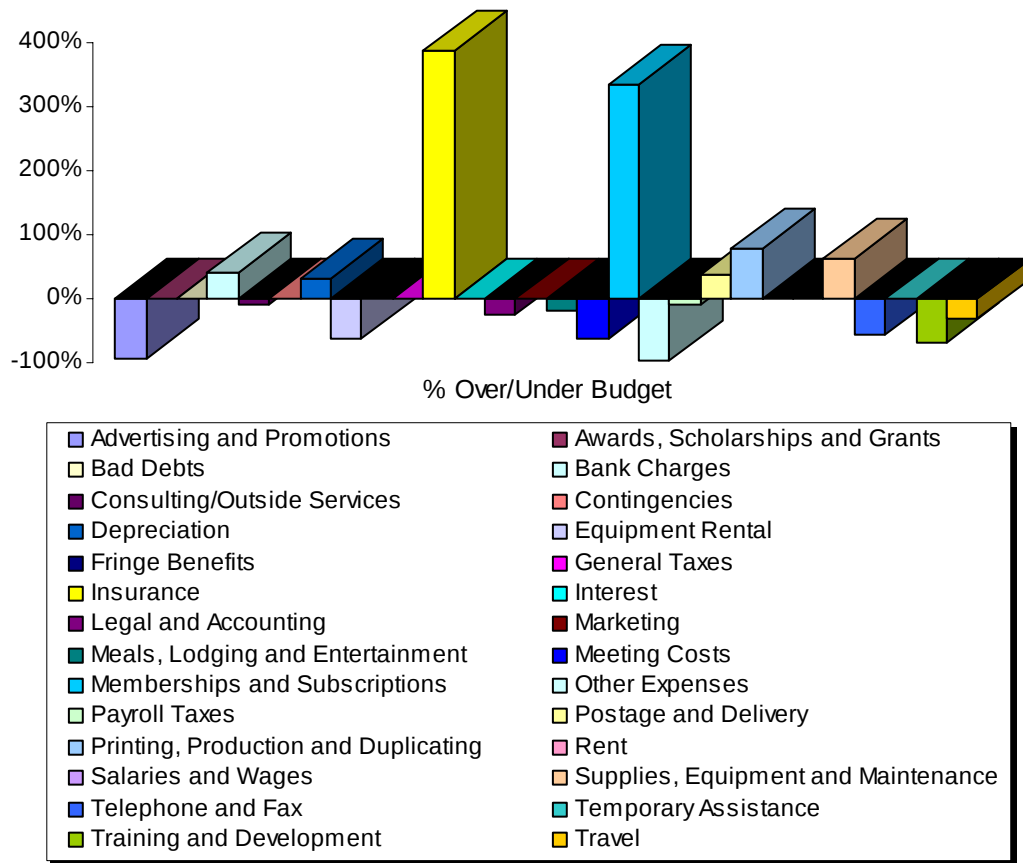


Exceeding Expectations:

Member Dues: 8% | \$15,000

As mentioned above, early receipt of membership dues resulted in an increase in revenue recognized for the month of October.

Expenses: Expenses for October totaled \$476,119 or 96% of budget (4% below budget expectations). Seven expense activities exceeded their budgets, while twenty-one remained at or below budget.



Exceeded Budget:

Bank Charges: 39% | \$7,500

Depreciation: 31% | \$1,700

Insurance: 390% | \$1,800

Memberships and Subscriptions: 336% | \$14,000

Postage and delivery: 38% | \$2,500

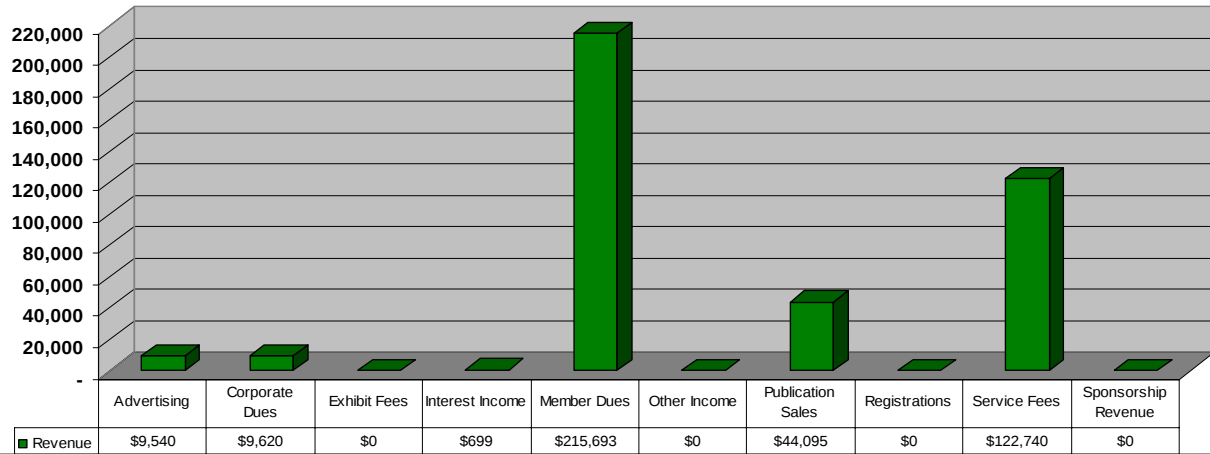
Printing and production: 79% | \$13,000

Supplies, equipment and maintenance: 62% | \$3,300

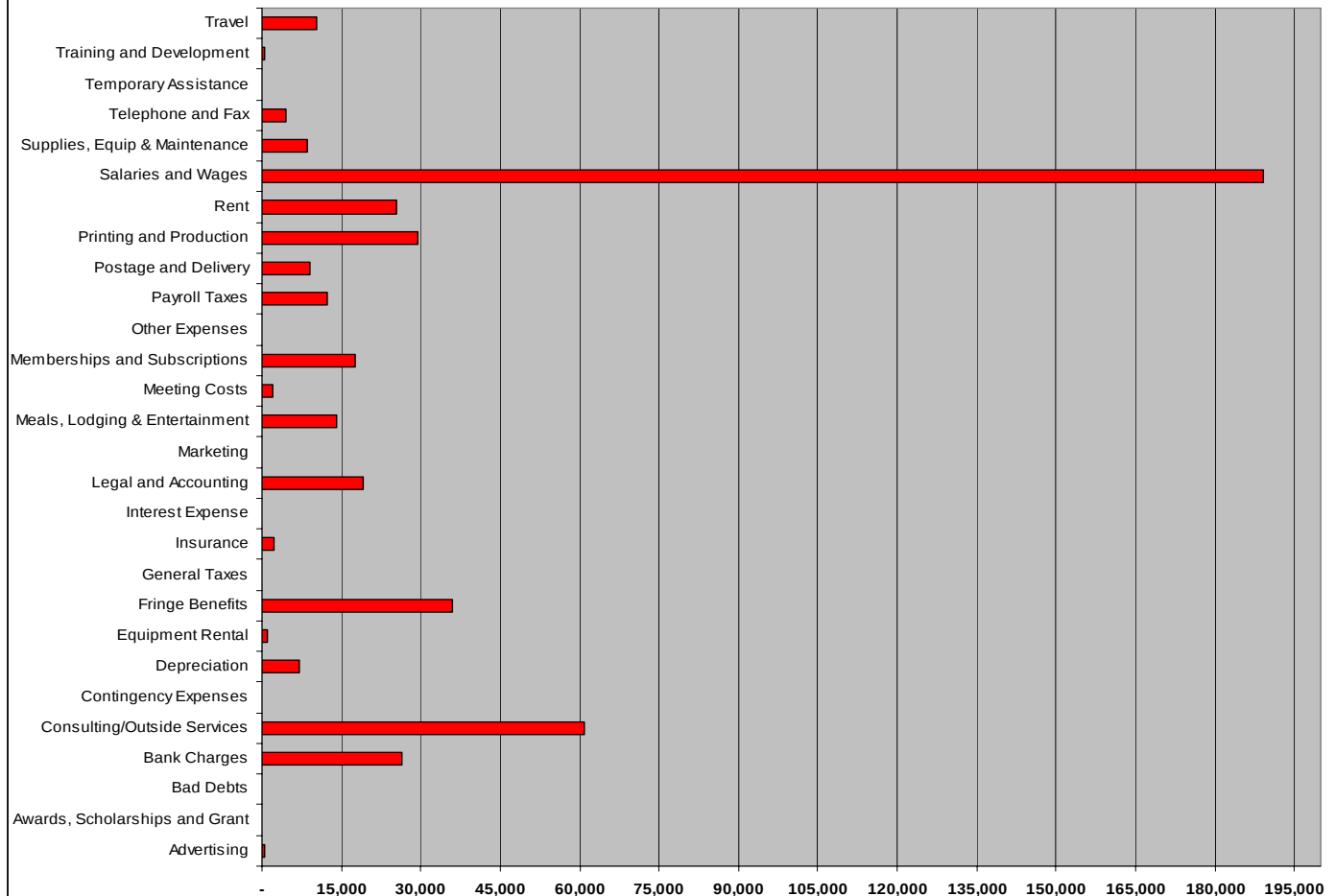
The overrun in bank fees reflects an increase in AACRAO's e-commerce activities. Insurance, memberships and subscriptions expenses are in excess of budget primarily due to the reorganization of AACRAO's chart of accounts.

AACRAO Revenue and Expense Analysis – Year-to-Date

Actual Revenue



Actual Expenses



AACRAO Performance Analysis by Department

Year-to-date	IT	GA	AM	MS	RD	MTS	PB	GR
Revenue	9,540	226,012	-	-	-	-	43,430	-
Expenses	21,444	110,740	22,087	32,318	8,680	40,921	20,145	8,680
Net Operating	(11,904)	115,272	(22,087)	(32,318)	(8,680)	(40,921)	23,285	(8,680)

	CM	BD	CS	PC	IES	VP	MK	TOTAL
Revenue	665	-	15,360	-	107,380	-	-	402,387
Expenses	52,626	27,187	32,967	-	83,664	3,178	11,484	476,119
Net Operating	(51,961)	(27,187)	(17,607)	-	23,716	(3,178)	(11,484)	(73,732)

Gifts/Bequests

-

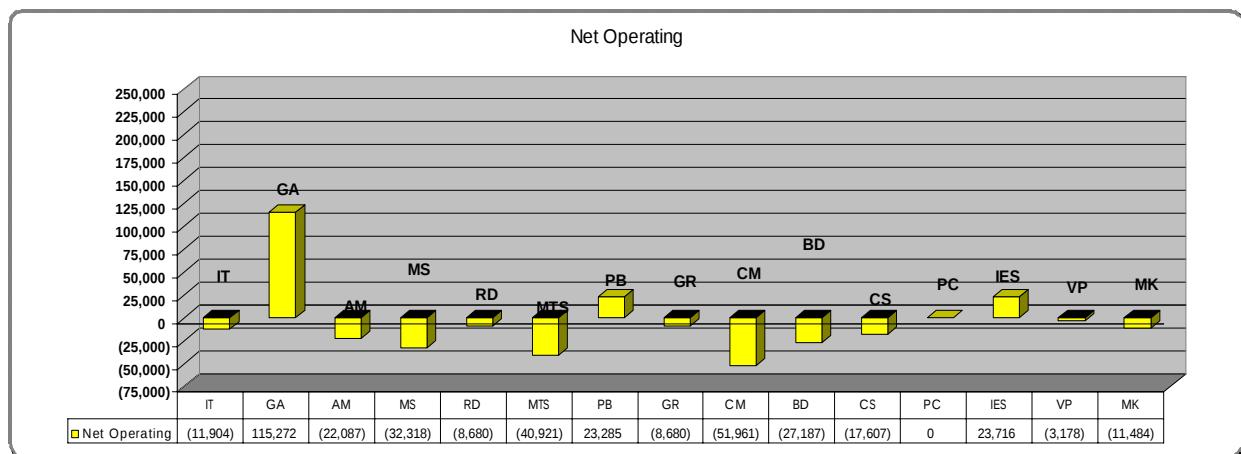
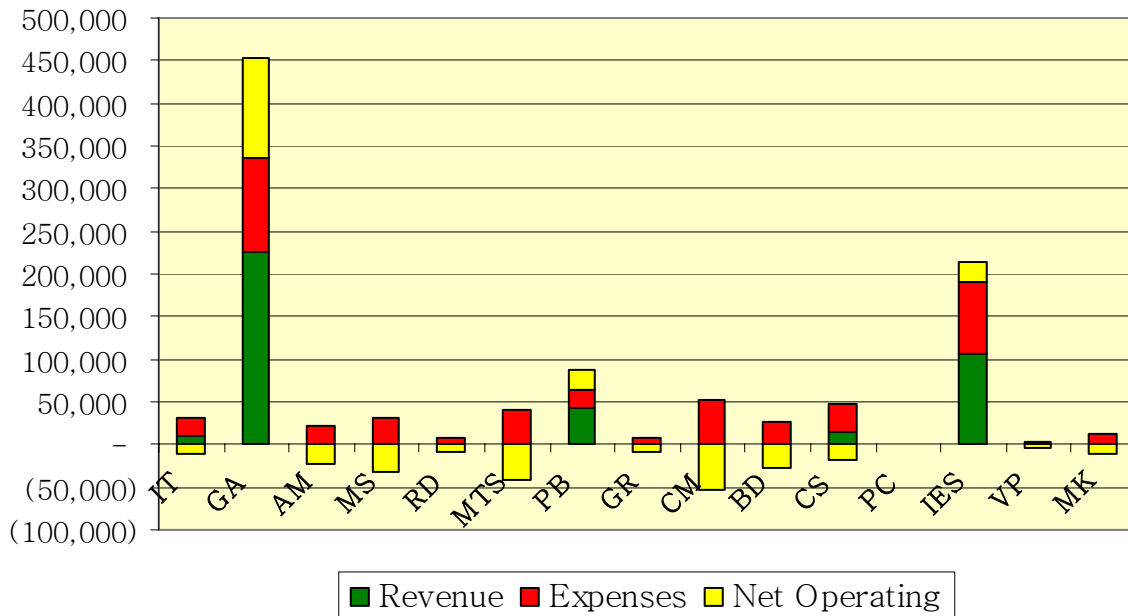
Investments

(526,992)

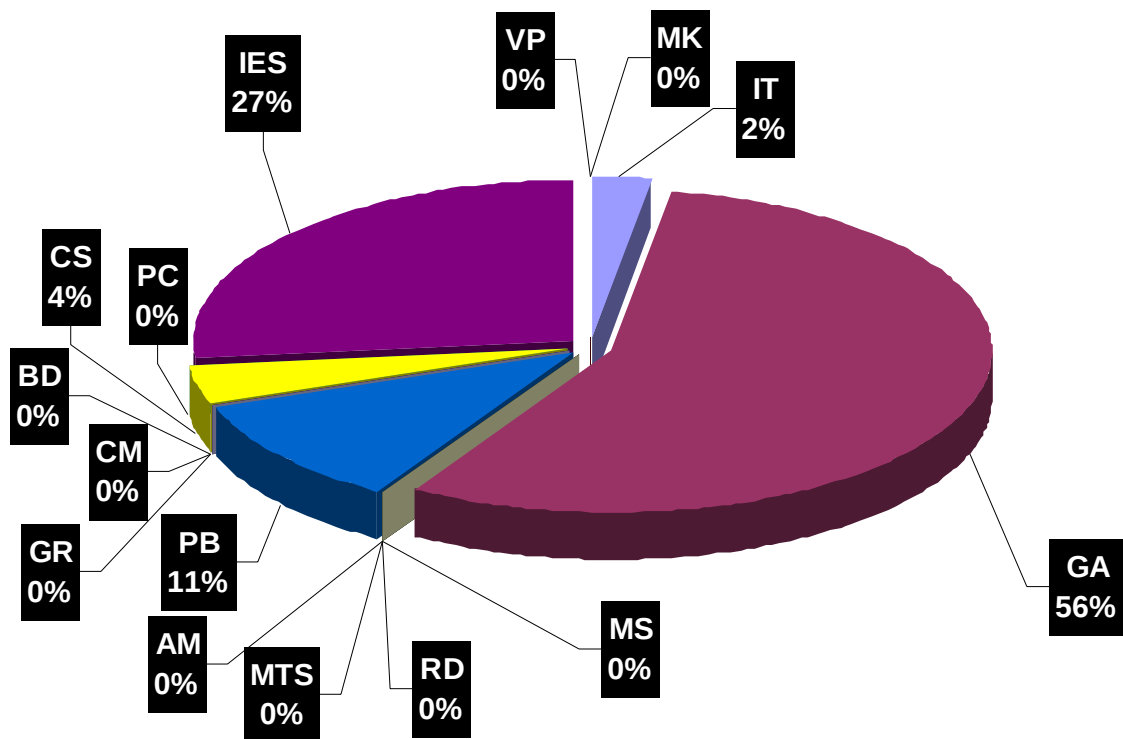
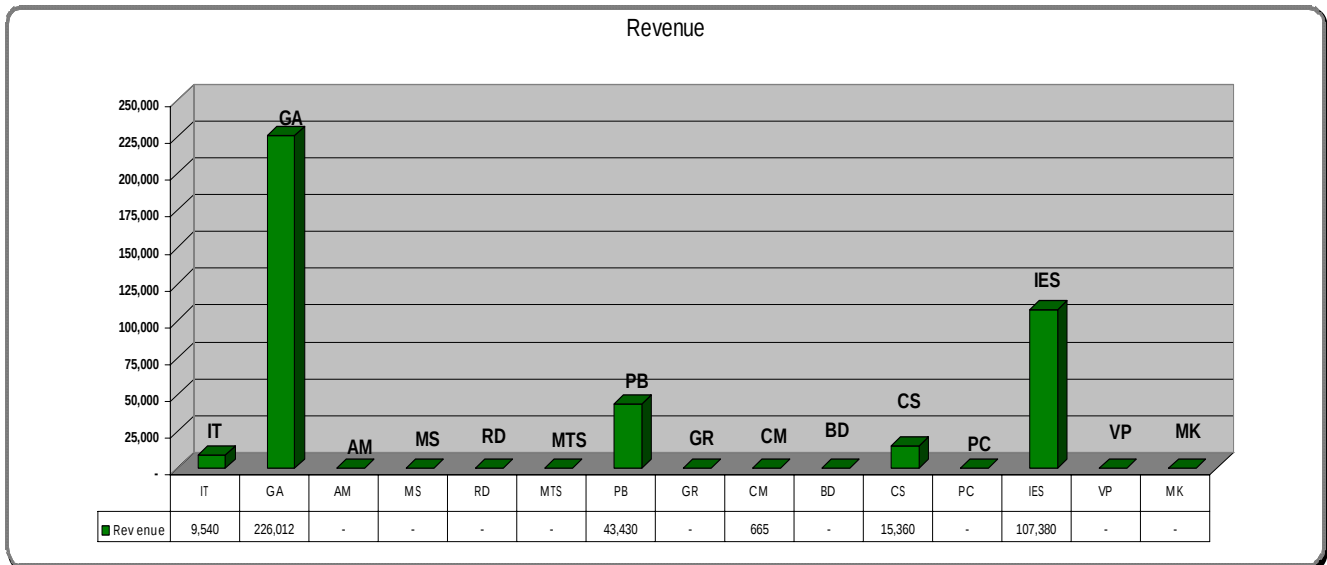
Net deficit

(600,724)

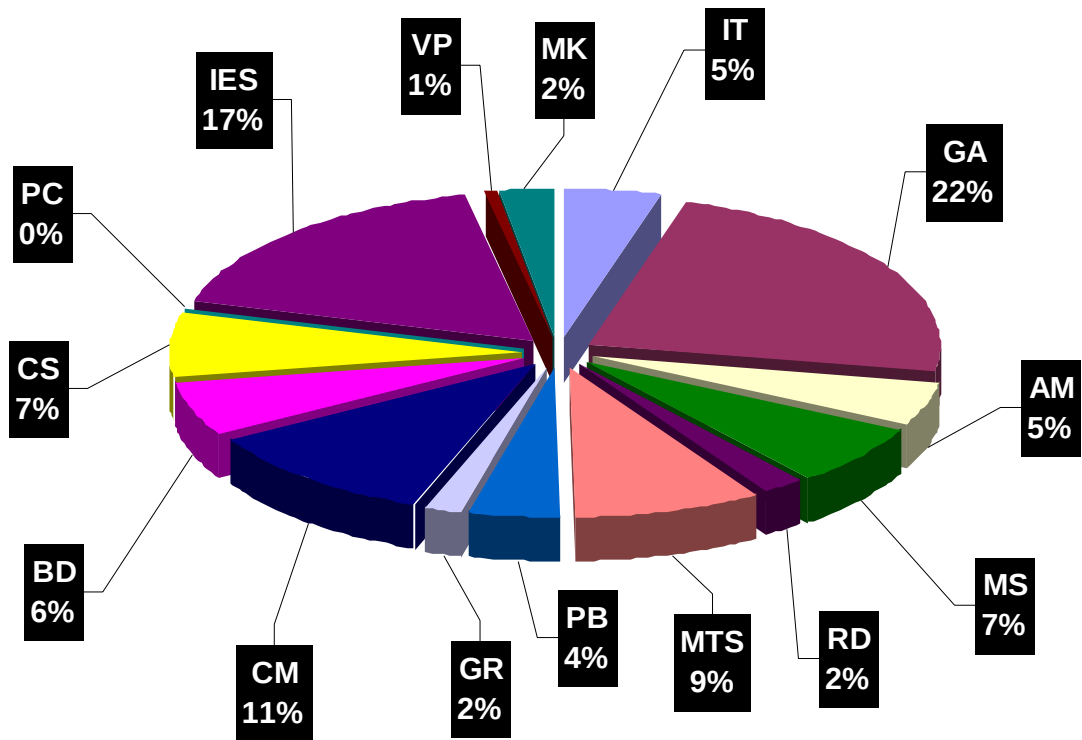
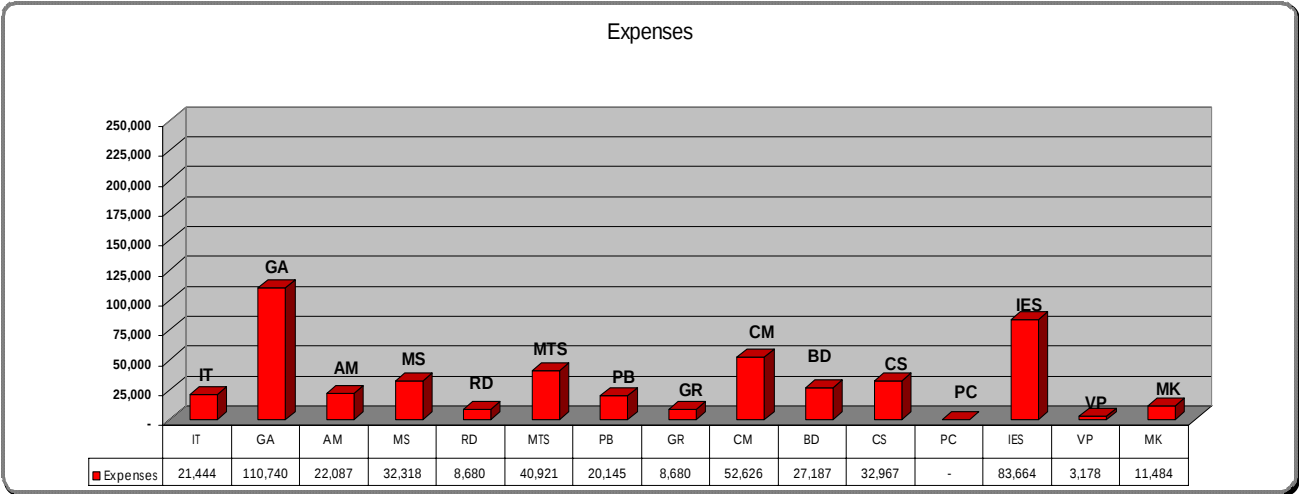
IT: Information Technology - GA: General and Administrative - AM: Annual Meeting - MS: Member Services - RD: Research - MTS: Meetings/Workshops - PB: Publications - GR: Government Relations - CM: Communications - BD: Governance - CS: AACRAO Consulting - PC: Projects Contracts - IES: Int'l Education Services - VP: Vice Presidents - MK: Marketing



Revenue



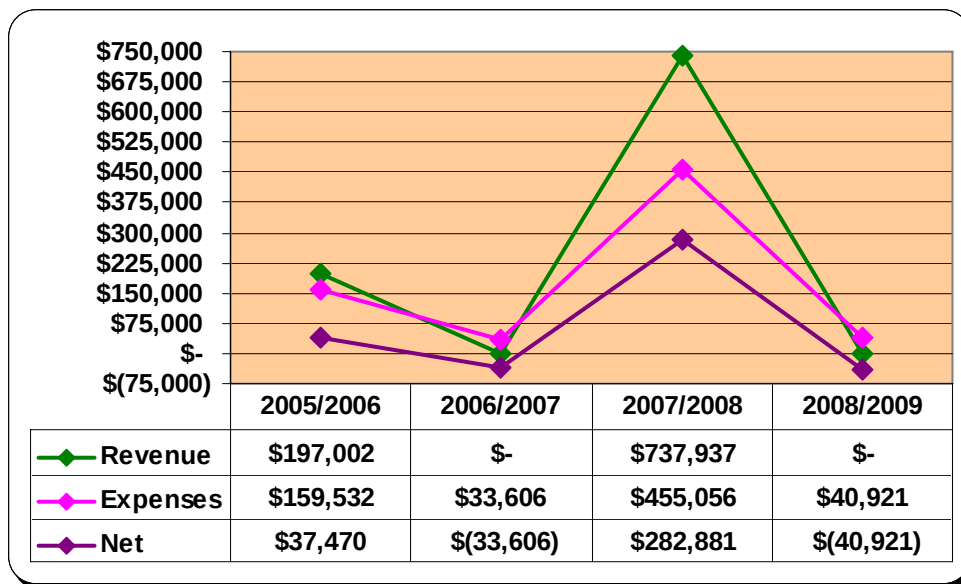
Expenses



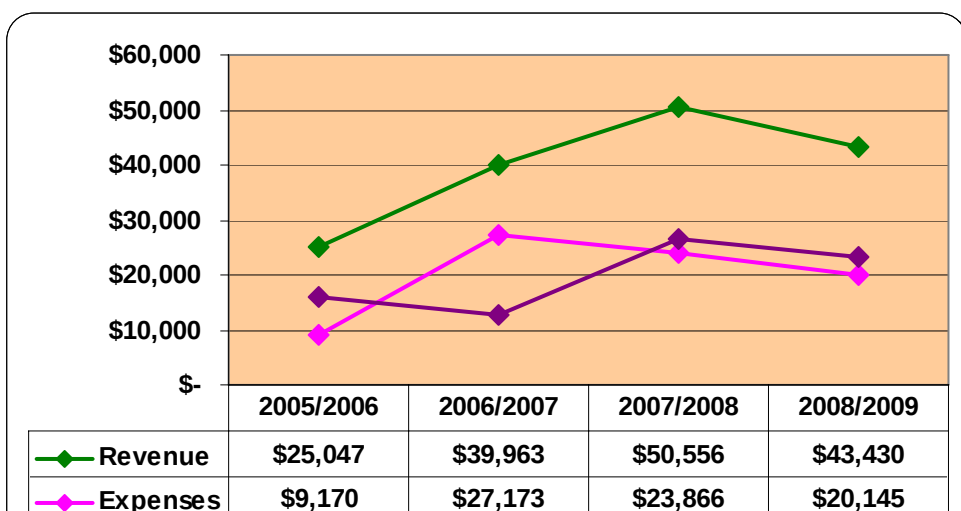
MTS

AACRAO Business Lines – Comparative Data

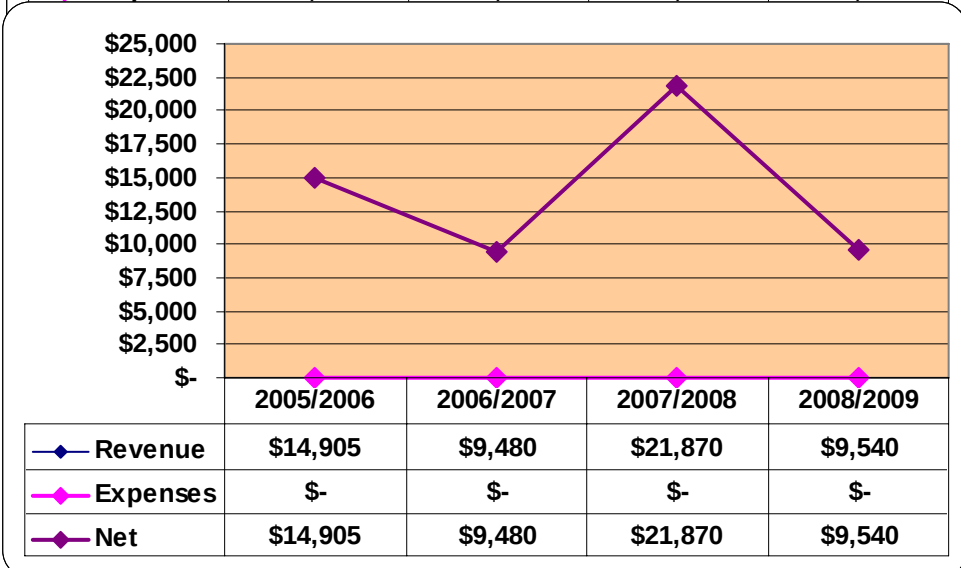
The following charts compare year-to-date department activities over the past four years:



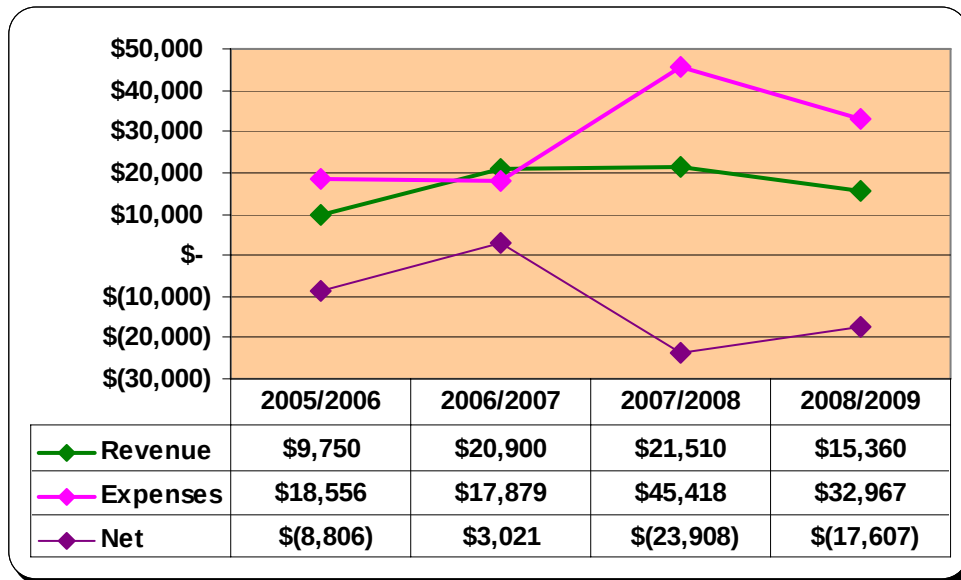
PUB



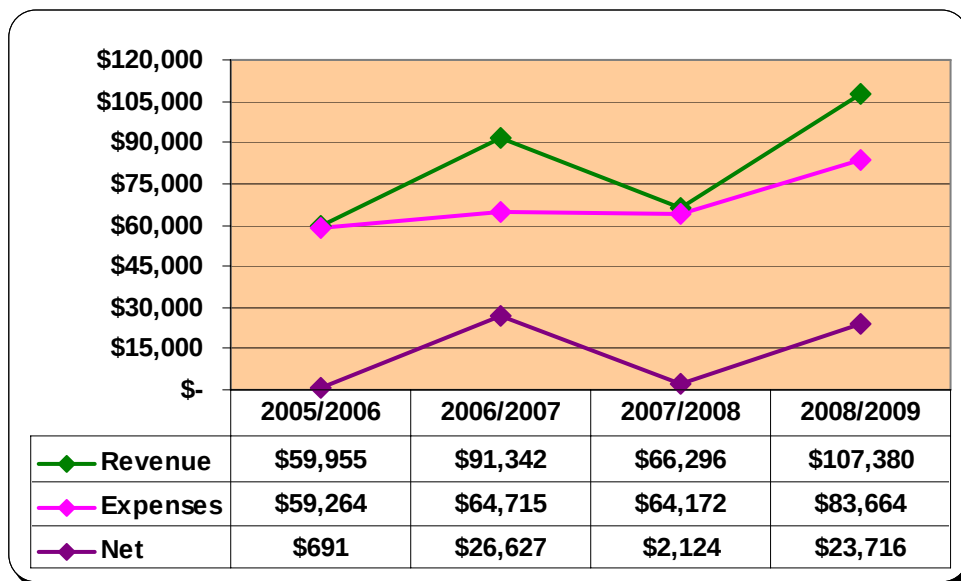
JOL



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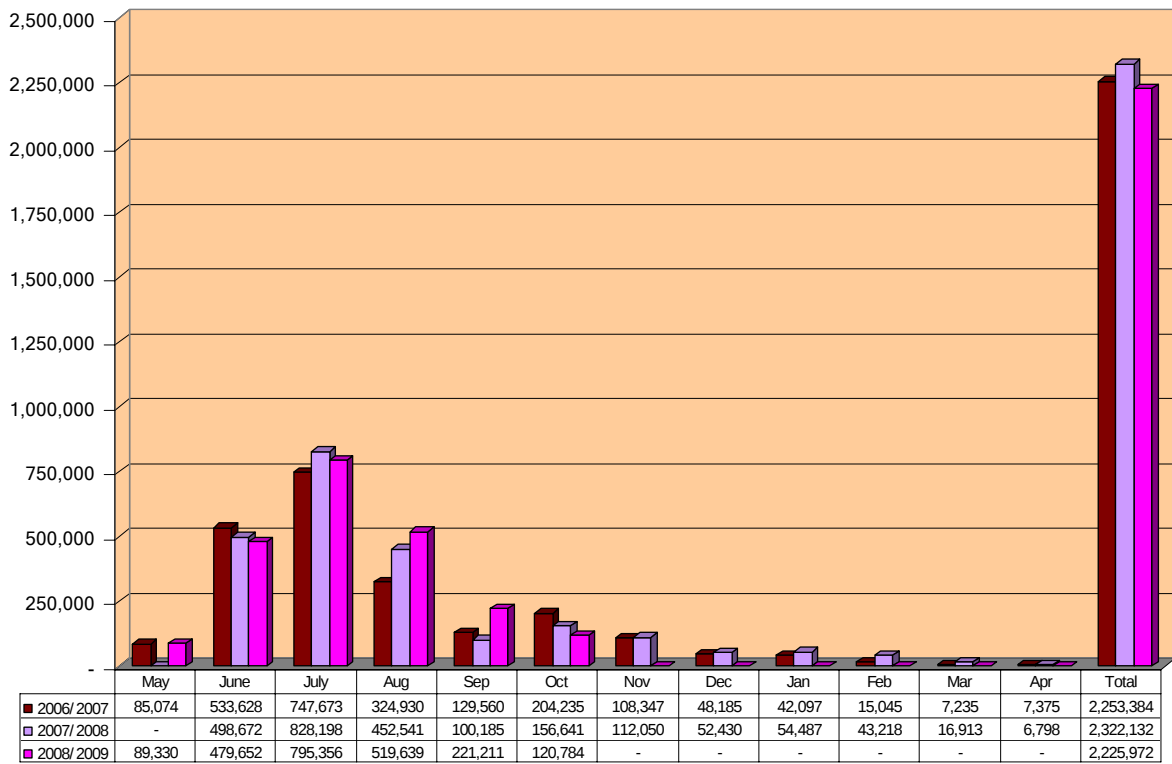


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Appendix

Membership Dues: Cash Collections | Comparative Numbers



Corporate Dues: Cash Collections | Comparative Numbers

**AMERICAN ASSOCIATION OF COLLEGIATE
REGISTRARS AND ADMISSIONS OFFICERS
EXECUTIVE DIRECTOR'S REPORT
BOARD OF DIRECTOR'S MEETING
Washington, DC
DECEMBER 2008**

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3

INFORMATION TECHNOLOGY

6390 WEBINARS

AACRAO delivered three webinars live from the recent SEM conference in Anaheim. In addition, AACRAO produced two well-attended standalone webinars, one on Credential Fraud (80 in attendance) and another on the Regional Accreditation process (44 in attendance). AACRAO is investigating options for delivering a “Virtual Meeting” experience for members unable to attend the upcoming Annual meeting

due to travel budget restrictions.

6500 WEB SERVICES

AACRAO CRM Upgrade

AACRAO conducted a staff orientation and training session on the first components of the CRM upgrade: the tradeshow and exhibitor modules. These modules will be used in a production environment for the upcoming Annual Meeting.

AACRAO Learning Management System

AACRAO installed a test environment of the open source program Sakai for evaluation as a possible tool for distance learning and training. Don Bunis, the current distance learning facilitator, will help to assess the new platform for possible production uses.

Time System Upgrade

AACRAO upgraded the Unanet web-based time tracking system to the latest version. The update included

enhancements to the web interface and the backend database structure.

4

AACRAO.ORG Unique Visitors July 07 – November 08

Unique Visitors

37,68 9

34,16 6

31,33 4

42,58 1

35,92 0

30,077

38,964

39,804

44,780

40,62 4

40,076

39,096

40,68 6

42,952

44,684

43,90 2

25,000

27,000

29,000

31,000

33,000

35,000

37,000

39,000

41,000

43,000

45,000

47,000

49,000

J u l - 0 7

A u g - 0 7

S e p - 0 7

O c t - 0 7

N o v - 0 7

D e c - 0 7

J a n - 0 8

F e b - 0 8

M a r - 0 8

A p r - 0 8

M a y - 0 8

J u n - 0 8

J u l - 0 8

A u g - 0 8

S e p - 0 8

O c t - 0 8

N o v - 0 8

Series1 37,689 34,166 31,334 42,581 35,920 30,077 38,964 39,804 44,780 40,624 40,076

39,096 40,686 52,472 42,952 44,684 43,902

July-07 August-07 September-

07 October-07 November-

07 December-07 January-08 February-08 March-08 April-08 May-08 June-08 July-08 August-08

September-

08 October-08 November-
08

Transcript
AACRAO.org
Jobs Online
IES (Credentials)
September
October
November

0
2,000
4,000
6,000
8,000
10,000
12,000
14,000
16,000
18,000
20,000
22,000
24,000
26,000
28,000
30,000
32,000
34,000

Top Sections

September 27,837 19,715 2,884 5,120
October 24,093 21,069 3,124 5,338
November 24,919 18,955 2,449 4,788
Transcript AACRAO.org Jobs Online IES (Credentials)
6

GENERAL AND ADMINISTRATIVE

6005 ACCOUNTING

Overview

AACRAO's pre-audit financial statements are reporting total operating expenses in excess of revenue by (\$162,524) for the month of September. However, AACRAO's year-to-date operating activities generated revenue in excess of expenses by \$757,240, compared to excess revenue of \$138,107 from last year.

The Association's investments portfolio resulted in net loss of (\$428,172) for the month and (\$878,193) for

the fiscal year ending September 30, 2008, eliminating last year's gain of \$690,491.

The combined operating and investment activities resulted in a deficit of (\$590,696) for the month, and (\$120,953) for the fiscal year.

In addition, AACRAO received total bequests of \$139,044 during fiscal year 2008.

AACRAO's overall financial performance in comparison to industry average proved to be above standard.

For the fiscal year ending September 30, 2008, AACRAO reported net profitability from operating activities

as a percentage of total operating revenue of 10%, compared to 5.7% industry average. However, the loss from investment portfolio reduces the above ratio to 0.2%.

Key strategic actions in lieu of economic conditions

Given the current status of the economy, AACRAO took certain measures to safeguard its liquid assets, including transfers of at-risk cash and money market funds into "risk-proof" products, such as Certificate of

Deposits (CDARS program) and government backed money funds, totaling \$2.5 million.

Financial Position

The following summarizes AACRAO's financial position as of:

In terms of accounts analysis, the decrease in cash balances reflects transfer of funds to Federal government

backed short term investments. The change in investments includes continuing decrease in value due to dismal market performance and the aforementioned transfer of funds. Unearned income increased during September, primarily a result of continuing receipts related to membership dues, SEM and Annual meeting.

September 2008 August 2008 Change

Cash **\$1,450,602** \$1,622,057 (\$171,455)

Investments **4,921,894** 5,149,559 (227,665)

Accounts Receivable **224,960** 202,434 22,526

Prepaid Expenses **303,064** 256,320 46,744

Total Assets 7,191,229 7,560,186 (368,957)

Accounts Payable **122,009** 168,171 (46,162)

Unearned Income **2,359,969** 2,106,691 253,278

Total Liabilities 2,804,710 2,582,971 221,739

Net Assets \$4,386,519 4,977,215 (\$590,696)

7

As a result of the cross over between the dues year (July through June) and the fiscal year (October through

September), three months of 2007/2008 dues were recognized in FY 2006/2007 while the other nine months

have been recognized in FY 2007/2008. For the 2007/2008 membership year, \$2,322,132 were collected for

membership dues and \$146,165 for corporate dues. Dues notices for membership year 2008/2009 were mailed in May, 2008, a month earlier than prior years. As a result, as of September 30, 2008, \$2,105,188 (or

91% of last year's total membership dues receipts) has been collected for membership dues and \$75,442 (or

52% of previous year's total corporate dues receipts) has been collected for corporate dues.

Statement of Activities

Revenue: Revenue generated for the fiscal year totaled \$7,886,842 or 94% of budget (6% below budget expectations). Five revenue generating activities exceeded their budget expectations of while others are either at or fell below expectations:

Exceeding Expectations:

Advertising: 30% | \$50,000

Member Dues: 4% | \$99,000

Publication Sales: 14% | \$68,000

Sponsorship: 18% | \$58,000

Interest Income: 13% | \$20,000

AACRAO's focus on enhancing advertising and sponsorship income resulted in revenue over expectation by \$108,000. Dues revenue and publications income maintained their strong performances through the end of the fiscal year, closing above goal by over \$150,000.

-20%

-15%

-10%

-5%

0%

5%

10%

15%

20%

25%

30%

% Over/Under Budget

Advertising Corporate Dues Exhibit Fees Interest
Member Dues Publication Sales Registrations Service Fees
Sponsorships Other Income

8

Expenses: Expenses for the fiscal year totaled \$7,029,602 or 88% of budget (12% below budget expectations.) Four expense activities exceeded their budgets, while twenty-four remained at or below budget.

-100%

-80%

-60%

-40%

-20%

0%

20%

40%

60%

% Over/Under 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 Marketing

Meals, Lodging and Entertainment Meeting Costs

Memberships and Subscriptions Other Expenses

Payroll Taxes Postage and Delivery

Printing, Production and Duplicating Rent

Salaries and Wages Supplies, Equipment and Maintenance

Telephone and Fax Temporary Assistance

Training and Development Travel

Exceeded Budget:

Bank Charges: 52% | \$85,000

General Taxes: 22% | \$2,000

Insurance: 16% | \$7,000

Memberships and Subscriptions: 21% | \$8,300

The overrun in bank fees reflects an increase in AACRAO's e-commerce activities. General Taxes increased as a result of unrelated business income tax liability. Insurance, memberships and subscriptions expenses are in excess of budget primarily due to the reorganization of AACRAO's chart of accounts.

9

AACRAO Revenue and Expense Analysis – Year-to-Date

\$0

\$500,000

\$1,000,000

\$1,500,000

\$2,000,000

\$2,500,000

Actual Revenue

Series1 \$215,795 \$136,832 \$610,420 \$170,494 \$2,378,140 \$1,405 \$541,566 \$2,152,667 \$1,466,050 \$262,477

Advertising Corporate

Dues

Exhibit Fees Interest Income Member Dues Other Income Publication

Sales

Registrations Service Fees Sponsorship

Revenue

Actual Expenses

\$- \$200,000 \$400,000 \$600,000 \$800,000 \$1,000,000 \$1,200,000 \$1,400,000 \$1,600,000 \$1,800,000 \$2,000,000 \$2,200,000 \$2,400,000

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
 Marketing
 Meals, Lodging and Entertainment
 Meeting Costs
 Memberships and Subscriptions
 Other Expenses
 Payroll Taxes
 Postage and Delivery
 Printing, Production and Duplicating
 Rent
 Salaries and Wages
 Supplies, Equipment and Maintenance
 Telephone and Fax
 Temporary Assistance
 Training and Development
 Travel

1 0

AACRAO Performance Analysis by Department

Year-to-date IT GA AM MS RD MTS PB GR

Revenue 232,050 2,537,329 1,685,497 11,000 - 1,228,057 517,337 -

Expenses 392,891 1,401,805 1,113,200 312,375 81,456 985,467 334,342 102,619

Net Operating (160,841) 1,135,524 572,297 (301,375) (81,456) 242,590 182,995 (102,619)

CM BD CS PC IES VP MK TOTAL

Revenue 53,232 - 457,106 131 1,065,103 - - **7,786,843**

Expenses 420,526 371,015 411,548 5,896 889,498 71,689 135,275 **7,029,602**

Net Operating (367,295) (371,015) 45,559 (5,765) 175,605 (71,689) (135,275) 757,241

Gifts/Bequests 139,044

Investments (878,193)

Net Income 18,092

IT: Information Technology - **GA:** General and Administrative - **AM:** Annual Meeting - **MS:** Member Services - **RD:** Research - **MTS:** Meetings/Workshops - **PB:** Publications - **GR:** Government Relations - **CM:** Communications - **BD:** Governance - **CS:** AACRAO Consulting - **PC:** Projects Contracts - **IES:** Int'l Education Services - **VP:** Vice Presidents - **MK:**

Marketing

(1,000,000)

—

1,000,000

2,000,000

3,000,000

4,000,000

5,000,000

6,000,000

I T

GA

AM

MS

RD

MTS

PB

GR

CM

BD

CS

PC

IES

VP

MK

Revenue Expenses Net Operating

1 1

IT

GA

AM

MS RD

MTS

PB

GR CM BD

CS

PC

IES

VP MK

(400,000)

(300,000)

(200,000)

(100,000)

0

100,000

200,000

300,000

400,000

500,000

600,000

700,000

800,000

900,000

1,000,000

Net Operating

Net Operating (160,841) 1,135,524 572,297 (301,375) (81,456) 242,590 182,995 (102,619) (367,295) (371,015) 45,559 (5,765) 175,605 (71,689) (135,275)

IT GA AM MS RD MTS PB GR CM BD CS PC IES VP MK

Revenue

IT

GA

AM

MS RD

MTS

PB

GR CM BD

CS

PC

IES

VP MK

-
200,000
400,000
600,000
800,000
1,000,000
1,200,000
1,400,000
1,600,000
1,800,000
2,000,000
2,200,000

Revenue

Rev enue 232,050 2,537,329 1,685,497 11,000 - 1,228,057 517,337 - 53,232 - 457,106 131 1,065,103 - -
IT GA AM MS RD MTS PB GR CM BD CS PC IES VP MK

1 2

Expenses

IT
GA AM
MS
RD
MTS
PB
GR
CM BD CS
PC
IES
VP
MK

-
100,000
200,000
300,000
400,000
500,000
600,000
700,000
800,000
900,000
1,000,000
1,100,000

Expenses

Expenses 392,891 1,401,805 1,113,200 312,375 81,456 985,467 334,342 102,619 420,526 371,015 411,548 5,896 889,498 71,689 135,275
IT GA AM MS RD MTS PB GR CM BD CS PC IES VP MK

1 3

AACRAO Business Lines – Comparative Data

The following charts compare year-to-date department activities over the past four years:

\$(100,000)
\$100,000
\$300,000
\$500,000
\$700,000
\$900,000
\$1,100,000
\$1,300,000
Revenue \$737,715 \$1,123,104 \$1,175,018 \$1,228,057
Expenses \$576,765 \$840,547 \$1,012,059 \$985,467
Net \$160,950 \$282,557 \$162,959 \$242,590
2004/2005 2005/2006 2006/2007 2007/2008

\$(100,000)
\$(25,000)
\$50,000
\$125,000
\$200,000
\$275,000
\$350,000
\$425,000
\$500,000
\$575,000
\$650,000
Revenue \$308,605 \$631,981 \$491,685 \$517,337
Expenses \$245,603 \$434,387 \$352,516 \$334,342
Net \$63,002 \$197,594 \$139,169 \$182,995
2004/2005 2005/2006 2006/2007 2007/2008

\$(100,000)
\$(50,000)
\$-
\$50,000
\$100,000
\$150,000
\$200,000
\$250,000
\$300,000
\$350,000
\$400,000
\$450,000
Revenue \$117,645 \$155,620 \$169,877 \$173,150
Expenses \$- \$- \$- \$-
Net \$117,645 \$155,620 \$169,877 \$173,150
2004/2005 2005/2006 2006/2007 2007/2008

1 4

\$(100,000)
\$(50,000)
\$-
\$50,000
\$100,000
\$150,000
\$200,000
\$250,000
\$300,000
\$350,000
\$400,000
\$450,000
\$500,000
Revenue \$130,300 \$268,963 \$258,902 \$457,106
Expenses \$173,535 \$306,456 \$328,973 \$411,548
Net \$(43,235) \$(37,493) \$(70,071) \$45,558
2004/2005 2005/2006 2006/2007 2007/2008

\$(10,000)
\$90,000
\$190,000
\$290,000
\$390,000
\$490,000

\$590,000
 \$690,000
 \$790,000
 \$890,000
 \$990,000
 \$1,090,000
Revenue \$826,947 \$939,754 \$882,716 \$1,065,103
Expenses \$699,812 \$821,095 \$886,688 \$889,498
Net \$127,135 \$118,659 \$(3,972) \$175,605
2004/2005 2005/2006 2006/2007 2007/2008
 1 5

Appendix

Membership Dues: Cash Collections | Comparative Numbers

Corporate Dues: Cash Collections | Comparative Numbers

-
 250,000
 500,000
 750,000
 1,000,000
 1,250,000
 1,500,000
 1,750,000
 2,000,000
 2,250,000
 2,500,000
 2006/2007 85,074 533,628 747,673 324,930 129,560 204,235 108,347 48,185 42,097 15,045 7,235 7,375 2,253,384
 2007/2008 - 498,672 828,198 452,541 100,185 156,641 112,050 52,430 54,487 43,218 16,913 6,798 2,322,132
 2008/2009 89,330 479,652 795,356 519,639 221,211 - - - - - 2,105,188
 May June July Aug Sep Oct Nov Dec Jan Feb Mar Apr Total
 -
 25,000
 50,000
 75,000
 100,000
 125,000
 150,000
 2006/2007 - 33,180 41,230 24,330 8,190 10,000 4,190 2,000 - 6,000 2,000 - 131,120
 2007/2008 - 2,000 20,585 38,340 43,850 16,195 2,195 - 6,000 13,000 4,000 - 146,165
 2008/2009 2,585 24,218 34,030 8,609 6,000 - - - - - 75,442
 May June July Aug Sep Oct Nov Dec Jan Feb Mar Apr Total
 1 6

6015 GENERAL OPERATIONS

AACRAO Executive staff conducted a review of costs associated with both the new health care program and accession of McQuade Brennan as financial services providers. Both programs are generating expected savings.

The AACRAO Executive Staff, McQuade Brennan and Raffa have begun the end of year audit process. Initial work was done during October. Results of that visit generated follow-on inquiries for information but no significant issues going into the complete audit scheduled for December. AACRAO's net profitability as a percentage of total operating revenue remains above industry standard. Investment losses do impact the overall value however the fundamentals of AACRAO's executive management remain solid.

The AACRAO Executive staff completed draft policies in support of the new IRS 990 for Board review as appropriate.

AACRAO Executive Staff, IES and IT implementation of significant process changes resulted in a 29% decrease in expenses in IES during October as compared to the same period last year.

AACRAO IES operating expenses dropped by 13% as compared to 2006/2007 and grew by less than 1% in real dollars during 2007/2008

AACRAO Publications operating expenses dropped by 8% during 2007/2008 as compared to the previous year.

ANNUAL MEETING

6105 CURRENT ANNUAL MEETING

2009 Chicago

The 95th Annual Meeting is being held at the McCormick Place West Convention Center. The dates, as voted on by the Board of Directors, are April 13-16, 2009. This is the Monday after

Easter. 236 educational sessions have been slated for presentation. The look of the overall program has shifted to make the best use of attendee time. The last day of the conference will have a different layout as far as programming goes. The day will start with Professional Development Sessions - 8:00 a.m. - 9:00 a.m., and Professional Development Sessions - 9:15 a.m. - 10:15 a.m., then go to the Closing General Session, 10:30a.m. - 11:30 a.m., and end with the AACRAO Business Meeting 11:30 a.m. - 12:30 p.m. There will be no programming after the Business meeting which will allow attendees and staff to return home on the same day instead of having to stay for an additional night, saving them (and AACRAO) money.

Hotel reservation and meeting registration opened in mid November. The early bird deadline for discounted registration fees is February 27, 2009. After this date, attendees will have to pay an additional \$100 if they register prior to April 3, 2009. After April 3, all registrations will be done on-site with an additional fee of \$50. Hotel rooms are being offered at the Hilton Chicago and the Palmer House Hilton at a rate of \$179 single occupancy and \$204 double occupancy plus 17

taxes. Reservations can be made by calling the hotel or using the customized web links that have been created for this meeting.

We are actively marketing the 2009 Annual Meeting in Chicago. We are in the process of producing an abridged registration brochure, which will direct people to AACRAO's website for complete information on the meeting. And to implement cost savings, we are significantly reducing the number of programs that will be printed. We are planning to send the brochure electronically to our members and past meeting attendees and mail a limited number of brochures to nonmembers.

6120 EXHIBITS

2009 Chicago

For the Chicago exhibit hall, there are currently 81 paid companies in 155 booths (84% of the available space has been sold). The Annual Meeting corporate opportunities brochure was distributed to Technology Conference participants in July and will be given to SEM exhibitors as well. Corcoran Expositions did a mailing of the brochure to our exhibiting prospects database in August, and is consistently making phone calls and reaching out to companies to sign up to exhibit.

2009 Annual Meeting exhibitors to date include:

- AACRAO Consulting
- AACRAO IES
- ACT
- Ad Astra Info System
- AIG Technology
- Applications Quest
- Association of College Honor Societies
- Avow Systems, Inc.
- Azorus
- BookWear
- Campus Management Corporation
- CampusDocs (a division of Hoike Technologies)
- Capella University
- Cappex, Inc.
- CELCAT
- CIBER, Inc
- CollegeNET, Inc.
- CollegeSource Inc.
- Comquip
- ConnectEDU, Inc.
- Credentials Inc.

- Data Tech Services
 - Datatel, Inc.
 - Decision Academic Inc.
 - DI Imaging
 - Digital Architecture
 - Docfinity
 - Docufide, Inc.
 - Education Systems, Inc.
 - Educational Credential Evaluators, Inc.
 - EMPOWER / ComSpec International
 - EMS by Dean Evans & Associates, Inc.
 - ETS (Educational Testing Service)
 - Experian QAS
 - Herff Jones, Inc.
 - Hershey Systems
 - Hobsons
 - Hyland Software, Inc.
 - IELTS International
 - ImageNow by Perceptive Software
 - InfoCision Management Corp
 - Infosilem, Inc.
 - Inside Higher Ed
 - IntelliResponse Systems
 - International Baccalaureate North America
 - International Education Research Foundation, Inc. (IERF)
 - International Security Products
 - iStrategy Solutions
 - Jenzabar
 - Jolesch Photography
 - Jonesville Paper Tube Corporation
 - Jostens
 - Leepfrog Technologies, Inc.
 - Mindwrap, Inc.
 - National Student Clearinghouse
 - National Transcript Center
 - NOLIJ Corporation
- 18
- Overture Technologies
 - Paradigm, Inc.
 - Petersons, a Nelnet Company
 - Phi Theta Kappa International Honor Society
 - PlattForm, Inc.
 - redLantern, a tradition of Miami University
 - RightNow Technologies
 - Runner Technologies, Inc.
 - Saudi Arabian Cultural Mission
 - SCRIP-SAFE Security Products, Inc.
 - SNTial Technologies
 - STEP EIKEN
 - SunGard Higher Education
 - Talisma Corporation
 - TechnologyOne

- The College Board
- Three Rivers Systems, Inc.
- Timecruiser Computing Corporation
- U.S. Army Recruiting
- University of Cambridge International Examinations
- University of Michigan English Language Institute
- Verba
- World Education Services, Inc.
- Xap Corporation

Corporate Presentations at the Annual Meeting will be given by:

- CollegeSource
- Pearson
- The College Board
- Runner Technologies

The following companies are participating as sponsors at the Annual Meeting:

- Datatel – Totebags
- ImageNow – Badge Holders
- Australian Education International – International Educators Reception
- Educational Testing Service (ETS) – International Educators Reception
- Runner Technologies – Evaluations
- Jostens – Award and Plaques

MEMBER SERVICES

6205 MEMBER MAINTENANCE

2008/2009 Membership Cards

The membership cards and letter which contain the member ID and password were mailed in October. Golden Key International Honors Society sponsored the membership cards for a second year for \$11,000. In an effort to increase individual members from member institutions, information on additional memberships was included with the card mailing.

Membership 2007-2008

The 2007-2008 membership year ended on June 30, 2008 with continued growth trend in revenue and member institutions for an eighth year in a row.

Annual Comparison – Dues

The table below contains an annual comparison of dues collected.

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Member Corporate Total

2008-2009 (Oct. 08) \$2,225,972.00 \$ 85,442.00 \$2,311,414.00

2007-2008 \$2,322,132.00 \$146,165.00 \$2,468,297.00

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 Dropped/

Unpaid

Total

2008-2009 (Oct. 08) 2,254 (83%) **102 (4%) 397 (15%) 2,356
2007-2008 2,506 (96%) **145 (5%) 99 (4%) 2,651
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

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 2008-2009

So far this year, 10 institutions have cancelled membership.

Unpaid Members 2008-2009

A total of 397 institutions (15%) have not renewed their membership as of October 31, 2008.

Membership Renewal 2008-2009

The renewal process started this year with the enrollment for each institution being adjusted according to IPEDS data. Invoices were sent to all primary contacts (May 27, 2008) in HTML format

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, in 2007-2008 we had a loss of \$34,905 (1.5%) in membership dues. This year (2008-2009), as the FTE dues calculation is further reduced from 20

two-thirds of part-time students to one half of part-time students, we saw 202 instances of size code decreases. The maximum revenue loss for the drop of 202 size codes is \$41,006 i.e. \$203 X 202 = \$41,006. As of October 31, 2008, we have seen a loss of \$16,849 (1%).

Recruitment Campaign to Past Members

As part of the renewal process, we have continued to send renewal information to dropped members from the past eight years:

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

Year

Institutions

Inactive

Institutions

Rejoining Total Revenue

2008-2009 (Nov. 08) 358 36 \$22,081
2007-2008 352 49 \$29,152
2006-2007 368 35 \$18,750
2005-2006 262 28 \$14,230
2004-2005 296 45 \$24,316

Call for Award Nominations

The awards page was redesigned to enable members to more easily browse the selection of awards, as well as to see descriptions of recent award winners. The nomination process is online for a second consecutive year, and we hope these changes will lead to more member participation in the awards nomination process. The call for awards nominations began in September with twice weekly advertisements in *MemberLink* and *Transcript*, for the following awards. The deadline for nominations is November 30, 2008.

- 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

As in years past, SunGard Higher Education will sponsor the APEX award and Jostens will sponsor all other plaques and certificates.

So far, we have received four nominations for awards.

AACRAO Committees

In order to advertise AACRAO committees and encourage more member involvement, a new printable flyer was designed in August, 2008. The last brochure was printed in August, 2005. In addition, members were invited to join a committee via a MemberLink article posted in September and October, 2008. **Since posting the article, 15 individuals have applied to serve on a committee.**

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New List Serve for Community College Issues

AACRAO created a new Community College list serve in mid June. As of June 30, 2008, we had over 500 subscriptions. The list serve will focus on all community college issues such as open and rolling admission, articulation, collaborations, transferability, prior learning assessment, placement issues, military credit, student services for non-traditional students of all kinds and any other relevant issues. A welcome message was posted along with information on the June 26th Community College Webinar. On July 30, 2008 membership information was sent to the following 52 non-member subscribers. ***As a result, Baton Rouge Community College joined.***

6215 RETENTION AND 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 September and October 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.

Recruitment Campaign to Community Colleges

As part of the strategic plan to recruit community colleges, we have developed a recruitment campaign to all registrars and admissions officers at non-member 2-year institutions across the country. For this campaign, a flyer was designed outlining AACRAO's professional development opportunities for community colleges, including Webinars, meetings, the community colleges listserv, committees and publications.

So far, membership packets have been mailed to 280 registrars and 314 admissions officers at community colleges across the country.

RESEARCH

6220 RESEARCH

The following surveys are currently being prepared for the upcoming quarter:

- Academic Competitiveness / SMART Grants, in cooperation with NACAC and the American School Counselor Association (ASCA)
- Montgomery GI Bill and extra administrative work involved to implement changes
- Registrars' Transcript Practices, a repeat and update of the previous data collection effort done in conjunction with the publication of "The Academic Record and Transcript Guide."

The following survey reports are being prepared:

- Academic Progression survey report

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MEETINGS AND WORKSHOPS

6300 REGISTRAR 101

The Registrar 101 Workshop which was held in Anaheim, California November 20-21 following the SEM Conference attracted 35 registrants. In general, attendees were very pleased with the workshop and valued the presentations as well as the opportunity to interact with peers.

We are seeing new trends in attendees at the Registrar 101 Workshop. It was originally envisioned as a source for professional development on a regional level which would attract drive-ins from nearby areas. However, increasingly attendees have come from around the country in this case several attendees flew in from Hawaii. It is beginning to attract – in addition to the usual new registrars and staff – some higher level administrators who need information about the registrar's functions prior to hiring for that position. These changes open up new areas for marketing the meeting.

6305 SEM CONFERENCE

The 2008 SEM Conference was held November 16-19 at the Anaheim Marriott with XXX attendees at SEM. This is down from the record attendance at last years meeting. Nearly 650 institutional attendees represented over 337 institutions. They came from 49 states, the District of Columbia and Puerto Rico. The only state not represented was Mississippi. There were 121 from Canada, two each from Kuwait and United Arab Emirates and one each from Australia, Hungary, and Qatar.

Of the 882 people that registered, 684 indicated their institution type. As you can see from the chart below, participation by different sectors has varied from year to year. This year community college participation decreased to 17% of institutional attendees.

SEM Participation by Institution Type

SEM XIV

Nov 14-17,

2004

Orlando

SEM XV

Nov 13-16,

2005

Chicago

SEM XVI

Nov 12-15,

2006

Phoenix

SEM XVII

Oct 28-31,

2007

New

Orleans

SEM XVIII

Nov 16-19,

2008

Anaheim

4-Year Private 19% 21% 21% 21% 21%

4-Year Public 36% 41% 36% 40% 49%

2-Year 22% 18% 24% 21% 17%

Graduate or

Professional 10% 7% 5% 8% 5%
International 2% 1% 2% >1% >1%
Other 11% 11% 11% 10% 8%

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While we are very early in the evaluation process of this meeting, so far the conference has received very favorable comments from attendees.

We sold out the exhibit hall and created additional booth space in the hall to accommodate lastminute exhibit booth space requests. We have 54 booth spaces available in the exhibit hall. The following 47 exhibitors were in Anaheim:

- EMAS Pro (Education Systems)
- Rapid Insight
- James Tower
- NRCCUA
- ImageNow
- Talisma
- SunGard Higher Education
- Scrip-Safe
- Innovation Ads
- Jenzabar
- BookWear
- CollegeSource
- Azorus
- Plattform Advertising
- Royall & Company
- Datatel
- Hobsons
- AACRAO Consulting
- Connect EDU
- Eduventures
- CollegeNET
- Intelliworks
- Peterson's - a Nelnet Company
- SmartCatalog
- TopSchool, Inc.
- Starfish Retention Solutions
- StudyGroup
- Enrollment Resources
- Hyland Software
- Runner Technologies
- Ad Astra Information Systems
- Capexx
- CollegeBoard
- OmniUpdate
- National Student Clearinghouse
- Financial Aid TV
- Oracle
- NOLIJ
- ACT, Inc
- Zinch
- SPSS
- Xap

- InsideTrack
- enCircle Media/Greenwood & Hall
- Financial Aid Services
- Edge Interactive
- Connect-ED (Blackboard Connect)
- SJG - The Spelman & Johnson

Group

- ETS
- Hershey Systems

Corporate presentations at the SEM Conference were given by:

- Datatel
- ImageNow
- Noel-Levitz
- The Princeton Review
- SunGard Higher Education
- CollegeSource
- ConnectEDU
- Royall & Company
- SAP
- Runner Technologies
- Hobsons
- National Student Clearinghouse
- Oracle
- Maguire Associates

The following companies were participating as sponsors at the SEM Conference:

- Datatel – Totebags • ImageNow – Badge Holders

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- College Source – Onsite program
- Runner Technologies - Evaluations
- SunGard Higher Education –

Transition Screen

- EMAS pro – Event Signage
- SPSS – Cyber Café
- OmniUpdate - Pens

Ads from the following companies appeared in the SEM Onsite Program:

- DATATEL
- SEM 09
- Digital Architecture
- SPSS
- CollegeSource
- AACRAO Consulting
- EMASPro
- ImageNow
- OmniUpdate
- Hobsons

We prepared a Corporate Opportunities Brochure for SEM '09 that was distributed at the '08 Conference. We encouraged attendees to sign up for booth space and presentations on-site. We also distributed our new Advertising Brochure, as well as information on our other meetings.

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AACRAO SEM Registration Statistics 2001-2008

Toronto
 XI
 San Diego
 XII
 Boston
 XIII
 Orlando
 XIV
 Chicago
 XV
 Phoenix
 XVI
 New
 Orleans
 XVII
 Anaheim
 XVIII
 2001 2002 2003 2004 2005 2006 2007 2008
 Nov 11-14 Nov 10-13 Nov 9-12 Nov 14-17 Nov 13-16 Nov 12-15 Oct 28-31 Nov 16-19
 Actual Budget
 Early Member 216 372 328 325 338 498 457 479 575
 Late Member 43 82 146 165 250 116 98 60 100
 Early Nonmember 18 28 14 36 24 44 43 61 45
 Late Nonmember 7 17 19 45 36 17 21 22
 Corporate Nonmember 3 8 12 3 3 2 3 8 3
 Vendor Presenter 0 0 0 0 0 13 10
 Complimentary 3 6 5 2 4 2 10 4
 Presenter only/Presenter
 One Day
 6 10 1 1 1 0 0 0
 Presenter complimentary
 full meeting
 36 34 44 59 51 71 53 6
 Presenter 50% Discount 0 0 0 0 2 1 0 0
 Nonmember Presenter
 50% Discount
 0 0 0 0 0 1 0 0
 Executive Symposium Only 0 0 0 0 0 9 11 12
 Executive Symposium
 and SEM
 0 0 0 0 0 9 19 46
 Staff 9 13 11 14 24 21 35 17
 Cancelled 22 38 26 24 34 38 35 37
 No show 10 15 10 16 18 17 21 19
 Exhibitor (complimentary) 16 20 27 33 41 42 48 51
 Exhibitor (paying meeting
 registration)
 0 20 7 2 17 17 41 24
 Exhibitor (hall only,
 over and above)
 0 4 22 27 64 57 82 85
 Workshop only 3 7 5 4 4 5 0 0
 Member Mentor 0 0 0 0 0 0 0 0
 Complimentary Press 0 0 0 3 1 1 2 0
 Other 4 9 1 5 5 13 3 0
 Total 396 679 678 764 917 979 995 882 723
 Guests 5 18 8 21 5 22 12 5
 guests (comp) 0 0 0 0 3 2 0 0
 TOTAL 401 701 686 785 925 1005 1007 893
 Exhibiting companies 29 33 36 43 48 47
 Booth spaces sold 29 33 36 43 52 51 30
 26

6320 FERPA WORKSHOP

We held one FERPA Workshop that was held in conjunction with a stand alone Registrar 101 Workshop near Chicago, Illinois, at the Embassy Suites – Lombard, July 17-18, 2008.

We will explore holding a FERPA Workshop as a webinar. We will continue to have FERPA sessions at the Technology Conference and the Annual Meeting.

The following FERPA sessions have been accepted for upcoming Annual Meeting in Chicago:

- Campus Safety and FERPA - Responding in Emergencies
- Ethics Training On-line
- Federal Compliance Overview
- FERPA 101: The Short Version
- FERPA Q & A Panel/Roundtable Discussion
- FERPA: What You Need to Know -- "The Update"
- FERPA: What You Need to Know--The "Overview"
- Legal Issues in Records and Registration
- Registrar 101: An Introduction to the Profession
- Student Workers: Access to Data, the Need to Know and Conflict of Interest

The following FERPA sessions were presented at the Technology Conference:

- FERPA Update
- Privacy and Security Considerations for Student Information

6330 AACRAO TECHNOLOGY CONFERENCE

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

The 2009 Technology Conference website is now active (www.aacrao.org/tech09) and the call for proposals will go live on December 4. We will send an email to the membership and past Tech meeting attendees encouraging them to submit a session proposal. We will also announce the call for proposals in Memberlink.

We prepared a Corporate Opportunities Brochure for Tech '09 to distribute at the '08 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.

To date, one company has registered to exhibit at Tech '09:

- Runner Technologies

To date, we have one corporate presentation reserved for Tech '09:

- Runner Technologies

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The 2010 AACRAO Technology Conference will be held at the Westin Crown Center in Kansas City, Missouri, July 18-20, 2010. The confirmed 2010 sleeping room rate is \$179 plus tax single or double occupancy.

6350 DISTRIBUTIVE LEARNING

AACRAO offered a four-week Registrar 101 Online course from Wednesday, October 22 through Friday, November 14. We attracted 37 participants from 17 states and Canada. Presenters included Leslie King, Registrar and International Student Coordinator, Ivy Tech College (Terre Haute, IN) (Role of the Registrar); Elaine Dawson, Senior Assistant Registrar for Data Analysis and Technical Services, Old Dominion University (Norfolk) (Academic Policy and the Registrar; Solomon Amendment), and Barbara Lauren, Esq. of the AACRAO staff (FERPA; and Information Sources for Registrars).

The participants submitted feedback via both a formal evaluation, and via a "closing exercises" forum. All the comments were highly positive. Here are two:

"Last year, I attended a one-day Registrar 101 Workshop at the AACRAO conference in Orlando, so I was not sure what to expect from the online course. The online course was indeed worthwhile. I am grateful to know that the problems I face are actually shared by other registrar offices, regardless of size, location, etc. It was indeed eye-opening – to know that I am not alone. Knowledge about the sources of information/resources will be very helpful to me. Job well done!"

And the following:

“In enjoyed this class and the information the instructors provided. Keep up the good work, and I would love to see other courses provided.”

6375 TRANSFER CONFERENCE

In an effort to build on the success of the 2008 AACRAO Transfer Conference, plans have begun for the 2009 AACRAO Transfer Conference. We have just secured the Tampa Marriott Waterside for Monday, February 16 and Tuesday, February 17. The conference rate will be \$195.00 single/double. Lee Furbeck has accepted the position of Director of this meeting and has put together an advisory committee.

6385 IDENTITY MANAGEMENT

AACRAO is continuing to partner with Educause and Internet2 on activities on Identity Management. Mark McConahay, AACRAO's Technology Conference Director is serving on a planning committee for one of the Educause Camps. This Camp will be in Tempe, Arizona from February 6-8, 2009. The title of the program is: *CAMP: Delivering, Sourcing, and Securing Services Throughout the Student Identity Lifecycle*.

We are also planning a pre-conference workshop at the AACRAO Annual Meeting in Chicago.

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6390 WEBINARS

On August 6, AACRAO presented an hour-long Webinar called “After Violence on Campus: Issues for the Registrar – Faculty, Student, Registration and Classroom Issues.” It attracted more than 50 listener / participants. The lively presenters were three administrators from the University of Texas-Austin: Linda Pendergrass, Associate Registrar; Shelby Stanfield, Associate Vice President for Student Affairs and Registrar; and Mike Kirkendall, Associate Registrar.

In addition, two hour-long Webinars are scheduled for October. On October 15, Dale Gough and Ann Koenig of the AACRAO staff will present on “Credentials Fraud, Diploma Mills and Accreditation Mills.” On October 29, Reta Pikowsky, Registrar, Georgia Institute of Technology, will present on “Preparing for Accreditation.” Each will be presented at 2:00 p.m. Eastern Time.

PUBLICATIONS

6400 GENERAL PUBLICATIONS

The top six best-selling titles for the 2007-2008 fiscal year which ended on September 30, 2008, beginning with the most popular, include:

- *The College Admissions Officer's Guide*
- *The Registrar's Guide*
- *The FERPA Guide*
- *Managing for Outcomes*
- *The Basic Guide to Enrollment Management*
- *The FERPA Quick Guide*

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

Electronic Data Exchange Primer

This short primer gives guidance to potential Electronic Data Exchange Implementers, and is authored by the SPEEDE committee. The primer was released November 25, 2008.

SEM and Institutional Success: Integrating Enrollment, Finance and Student Access

This book proposes an innovative student-centric SEM planning model to help institutions improve enrollment and financial outcomes while advancing student access and success. Edited by Bob Bontrager, with chapters contributed by Gil Brown and Don Hossler, the book was sponsored in part by Sungard Higher Education. *SEM and Institutional Success* was released on September 30, 2008, and as of October 31, 2008, 167 copies have been sold.

Counterfeit Diplomas and Transcripts

In this publication, author Allen Ezell overviews the world of counterfeit documents and helps

educators use legal and technological tools to thwart participants in the industry. *Counterfeit Diplomas and Transcripts* was released on July 22, 2008, and as of October 31, 2008, 197 copies have been sold.

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The Educational System of the Russian Federation

This guide on the educational system of Russia was released April 30, 2008 for the 2008 NAFSA Conference (May 25-30, 2008) in Washington, DC. Edited by Chris J. Foley, Director of Admissions, Indiana University-Purdue University Indianapolis, the guide combines reports from the Joint Russian Federation/U.S. Commission on the Mutual Understanding of Education with additional and updated content. As of October 31, 2008, 114 copies have been sold.

The College Admissions Officer's Guide

AACRAO's first comprehensive guide to the admissions officer's profession in a decade, *The College Admissions Officer's Guide*, was released March 18, 2008 for the 2008 Annual Meeting in Orlando (March 24-27, 2008). Edited by AACRAO's Associate Director of Compliance and Professional Development, Barbara Lauren, Ph.D., J.D., it features 56 contributing authors and 44 chapters. It is similar in length and format to the Registrar's Guide. As of October 31, 2008, 601 copies have been sold.

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 October 31, 2008, 241 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 October 31, 2008, 549 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 October 31, 2008, 576 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 October 31, 2008, 193 copies have been 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 October 31, 2008, 369 copies have been sold.

30

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 October 31,

2008, 259 copies have been 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 October 31, 2008, 76 copies have been 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. A call for authors for Campus Visits was put in Memberlink September 2, 2008, resulting in one volunteer. Delivery of the final text is tentatively scheduled for spring 2009.

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 is tentatively scheduled for publication for the 2009 Annual Meeting.

Community College Issues

Two guides will cover current issues in community colleges. The first will focus specifically on SEM in community colleges, addressing strategic issues in this newly emerging area. The second will focus on the unique dynamics of enrollment services functions/processes in the community college setting, aimed at community college registrars, admission officers, and technology specialists. Bob Bontrager, Director of AACRAO Consulting Services, will serve as editor of both publications, beginning with the SEM Issues guide, which is tentatively scheduled for publication for the 2009 SEM Conference.

International Guide Update

A conference call was held with Mary Baxton and Deana Williams on July 10, 2008 regarding the update to the 2001 International Guide. On September 29, 2008, a tentative list of 24 chapter topics and authors was received by the AACRAO office from Deana Williams. This list incorporates ten more chapters to the current fourteen in the 2001 Guide to encompass a comprehensive list of topics in the international arena. Author outlines are also due to the AACRAO office November 15, 2008. The tentative release date is at the Annual Meeting in 2010.

Solomon Amendment Brochure

An update of the Solomon Amendment brochure will serve as a guide for recruiters and student records managers. It will be edited by Barbara Lauren and Elliott Baker, and is scheduled for publication in spring of 2009.

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Transfer Credit Practices 2009

The process to update the TCP directory is in progress and reporting officers are being contacted individually to discuss their updates and offer support. Twenty-two out of 54 reporting officers have completed their updates. The book is scheduled for release in early 2009.

AACRAO BOOKSTORE

Most recently, AACRAO sold a total of \$11,472 in publications at the AACRAO SEM Conference in Anaheim, California, November 16-19, 2008.

SEM Conference Day 1 Day 2 Day 3 Day 4 (1/2 day) Total Revenue

Anaheim 2008 \$ 2,161 \$ 3,714 \$ 4,338 \$ 1,258 \$11,472

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

PERMISSION GRANTED

• In November 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 14 students enrolled in ED7611 during the Winter 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.

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/.

On February 5, 2008, an e-mail was sent to the TCP reporting officers requesting that they update their state's credit practice information. A follow-up email was sent on August 21, 2008. On September 15, 2008, we began calling reporting officers to aid them in updating their transfer practices in our database. So far 22 states have updated their practices. The new print version is scheduled release in early 2009.

6450 ELECTRONIC DATABASE FOR GLOBAL EDUCATION (EDGE)

In the current year, our net profit for this project is \$24,131. Bill Paver currently employs a halftime writer/editor for EDGE (Kathleen Trayte), and funds biannual EDGE committee meetings.

Year AACRAO Expense Revenue

2004/2005 \$11,123 \$0
2005/2006 \$27,486 \$21,075
32
2006/2007 \$53,018 \$47,669
2007/2008 \$59,800 \$83,931

Total \$151,427 \$152,675

EDGE became available for subscription on November 2, 2006 featuring 40 country profiles. Since its release, an additional 121 profiles have been added, making the current total 161. This electronic resource provides easily accessible up-to-date information on foreign educational systems. In November 2007, subscription renewals began and continued throughout the year as memberships expire. The fee for the second year increased \$100 for member and non-member institutions.

As of November 25, 2008, 432 institutional subscriptions have been purchased, totaling 1,051 individual users as compared with 276 institutions and 629 individuals in November, 2007. A total of 63 EDGE authors have been paid an honorarium of \$300 each for a total of \$18,900. The EDGE Database was demonstrated to members at the 2008 Annual Meeting and the 2008 NAFSA 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.

GOVERNMENT RELATIONS/COMMUNICATIONS

6505 GOVERNMENT RELATIONS

Political Developments

The outcome of the November election is the most important development since the last federal relations report. AACRAO is well positioned to advance its agenda not only with the new Administration, but also with the expanded Democratic majorities in the House

and the Senate.

AACRAO has met with the transition team on issues of concern, and has discussed its priorities with them. While the Association's most pressing issues were favorably resolved in the recently enacted reauthorization bill, we do remain concerned about a number of items, chief among which is the possibility of new calls for creation of a national student "unit-record" data system. It is difficult to forecast what, if anything, may happen on this front until the roster of nominees for political appointments at the Department of Education is known.

Legislative Developments

AACRAO joined a broad coalition of other higher education, student, and consumer groups to urge Secretary of Treasury Paulson to ensure that any federal bailout of private student loan providers includes terms and conditions that actually benefit borrowers as well. A number of changes to the federal loan programs—including a \$2,000 annual loan-limit hike and improvements to the PLUS program—have made private loans less

necessary at the vast majority of institutions. The student loan industry and its allies have argued for an unconditional federal bailout.

Regulatory Developments

We still await publication of the final FERPA regulations, which we believe will be promulgated before the end of the year. While the bulk of the proposed regulations published on March 24 consisted of non-controversial provisions that simply updated the regulations, several important items—discussed in AACRAO's May 8, 2008 comments—are of concern, particularly since they may have a bearing on future discussions about a unit-record data system.

On November 17, 2008, AACRAO filed comments on behalf of the Association and six major higher education associations to offer comments on a massive database proposed by the Department of Education's Office of Inspector General (OIG). The Association focused its comments on the unprecedented waivers from the Privacy Act of 1974 already granted to the OIG, and to the over-broad third-party disclosures (including to foreign law enforcement and to private entities) that the OIG has proposed under "routine use" provisions of the Privacy Act. The letter is available on the federal relations section of the AACRAO web site.

6515 COMMUNICATIONS

AACRAO media relations efforts continue to very prominently feature the Association before the public. AACRAO was mentioned in approximately 100 media outlets since October 1, 2008. Our media relations efforts have successfully communicated the AACRAO public policy positions.

Source Headline Date Total

2 News Study Urges Colleges to Weigh Alternatives to SATs 10/28/2008 1

680 News U.S. student loan company Sallie Mae narrows 10/22/2008 2

AA Stocks Sallie Mae narrows 3rd-quarter loss 10/23/2008 3

Action 3 News Study Urges Colleges to Weigh Alternatives to SATs 10/19/2008 4

Ad-Hoc-News Slippery Rock University uses SAS® 11/13/2008 5

Austin American-Statesman Critics say latest bailout shouldn't help private 11/29/2008 6

Calibre World Macro More seek master's degrees: 11/9/2008 7

Capital Times Student loans to test Treasury 11/28/2008 8

CBS News Experts Say Tax Credit Most Likely Result Of Obama 11/24/2008 9

Cleveland LivE Economic crisis adds another layer of worry to 11/21/2008 10

Detroit News Online Treasury urged to deny bailout benefit to private 11/28/2008 11

Digital50.com Slippery Rock University uses SAS® 11/13/2008 12

Diverse Pell Grant Deficit: "The Mother of All Shortfalls 10/16/2008 13
 Diverse Obama Administration could mean more money 11/7/2008 14
 Diverse Obama Administration Could Mean More Money 11/27/2008 15
 Fox 19 WXIX Study Urges Colleges to Weigh Alternatives to SATs 11/5/2008 16
 Fresno Bee Don't bail out lenders of risky private student 11/30/2008 17
 HeraldNet.com Advocates fear bailout's unintended effect on 11/28/2008 18
 Inside Higher Ed Privacy Concerns About U.S. Database 11/19/2008 19
 Inside Higher Ed Battling Over Bailout for Private Student Loans 11/21/2008 20
 34
 Inside Higher Ed Willing to Wait for Cash 11/4/2008 21
 Inside Higher Ed The Politics of Election Day Classes 10/21/2008 22
 Inside Higher Ed Do-It-Yourself Transcripts 10/8/2008 23
 KDBC 4 News Study Urges Colleges to Weigh Alternatives to SATs 10/15/2008 24
 KDBC-4 News Study Urges Colleges to Weigh Alternatives to SATs 10/6/2008 25
 KNDO/KNDU Right Now Study Urges Colleges to Weigh Alternatives to SATs 10/21/2008 26
 KPLC 7 News Study Urges Colleges to Weigh Alternatives to SATs 11/12/2008 27
 KPTM Fox 42 News Study Urges Colleges to Weigh Alternatives to SATs 11/23/2008 28
 KRDO News Channel 13 Study Urges Colleges to Weigh Alternatives to SATs 11/26/2008 29
 KRISTV News 6 Study Urges Colleges to Weigh Alternatives to SATs 11/18/2008 30
 KSLA-TV-DT 12 Study Urges Colleges to Weigh Alternatives to SATs 10/24/2008 31
 KSWO News 7 Study Urges Colleges to Weigh Alternatives to SATs 11/28/2008 32
 KTEN 10 Study Urges Colleges to Weigh Alternatives to SATs 11/17/2008 33
 KTEN News 10 Study Urges Colleges to Weigh Alternatives to SATs 10/23/2008 34
 KVOA News 4 Study Urges Colleges to Weigh Alternatives to SATs 10/2/2008 35
 KWES NewsWest 9 Study Urges Colleges to Weigh Alternatives to SATs 11/13/2008 36
 Leesburg Today LEAP Briefed On Grade Scale Debate 11/19/2008 37
 Los Angeles Times Student advocates want private lenders out of new 11/28/2008 38
 Loudoun Times-Mirror Grading-scale change debated 11/19/2008 39
 Macro World Investor U.S. student loan company Sallie Mae narrows 10/23/2008 40
 McClatchy Commentary: No bailing out private college lenders 11/26/2008 41
 Milwaukee Journal Sentinel College students not getting enough financial aid 11/30/2008 42
 Nashua Telegraph Treasury urged to deny student lenders bailout 11/30/2008 43
 NBC26 Study Urges Colleges to Weigh Alternatives to SATs 10/21/2008 44
 Newjersey.com Rutgers applicants to submit grades online 10/6/2008 45
 Newjersey.com Rutgers to get new applicants' grades online 10/7/2008 46
 News Channel 19 Study Urges Colleges to Weigh Alternatives to SATs 10/20/2008 47
 News Channel 5 Study Urges Colleges to Weigh Alternatives to SATs 10/8/2008 48
 North County Times EDITORIAL ROUNDUP: . . . Bailout blues 11/29/2008 49
 Northjersey.com Honor-system admissions 10/5/2008 50
 Omaha World-Herald Groups ask Treasury not to aid private student 11/29/2008 51
 Oregon Daily Emerald One office, one system, your info 11/20/2008 52
 OregonLive.com Markets threaten Oregon university endowments 11/29/2008 53
 SAITSA National News blog Rising Enrollments Buoy Some Colleges 11/28/2008 54
 San Diego News 6 State Colleges See Application Spike in San Diego 10/23/2008 55
 Seattle Post Intelligencer Blogs Knox case raises concerns over study abroad 11/6/2008 56
 SF Gate Social Web sites help fill student loan gap 10/2/2008 57
 SignOnSanDiego More applicants flock to Cal State 10/26/2008 58
 SignOnSanDiego.com Applicants flocking to Cal State campuses 10/23/2008 59
 Sympatico MSN Finance U.S. student loan company Sallie Mae narrows 10/22/2008 60
 The Arizona Republic Sallie Mae narrows 3rd-quarter loss 10/22/2008 61
 The Chronicle of Higher Education Lobbying Groups Object to Education Department's 11/19/2008 62
 The Chronicle of Higher Education Rising Enrollments Buoy Some Colleges 11/26/2008 63
 The Chronicle of Higher Education 5 Key Ways Your Electronic Data May Be at Risk 10/20/2008 64
 The Daily Athenaeum Outside group examines records keeping 10/21/2008 65
 The Daily Pennsylvanian Despite economy, Penn has yet to see a increase 11/20/2008 66
 The Daily Pennsylvanian Uncertain path for financial aid reform 10/3/2008 67

The Daily Pennsylvanian Affordable education key for Obama 11/24/2008 68
 35
 The Daily Pennsylvanian College Board's pre-SAT for 8th graders 10/29/2008 69
 The Florida Times-Union Battle rages on accreditation, college money 11/12/2008 70
 The Johns Hopkins News-Letter Financial aid panel calls for reforms 10/2/2008 71
 The Miami Herald More seek master's degrees 11/9/2008 72
 The Sacramento Bee Editorial: Private student lenders: No bailout 11/26/2008 73
 The Times-Picayune Local colleges bouncing back 10/20/2008 74
 Times Union UAlbany faces safety concerns 10/23/2008 75
 TMC Net College students not getting enough financial aid 11/30/2008 76
 TMCnet Slippery Rock University uses SAS® 11/13/2008 77
 TMCnet U.S. student loan company Sallie Mae narrows 10/23/2008 78
 USA Today Registration open for 'virtual college fair'; Talk 11/13/2008 79
 U-Wire.com Outside group examines West Virginia U. Records 10/21/2008 80
 U-Wire.com Experts say tax credit most likely result of Obama 11/24/2008 81
 Virginia Tech Nawa In Memoriam: Dr. Zenobia Lawrence Hikes 10/28/2008 82
 WAFB-9 News Study Urges Colleges to Weigh Alternatives to SATs 11/25/2008 83
 WALB 10 News Study Urges Colleges to Weigh Alternatives to SATs 11/11/2008 84
 Washington Post Student Loan Aid Is Test for Treasury 11/28/2008 85
 WAVE3 News Study Urges Colleges to Weigh Alternatives to SATs 10/28/2008 86
 WAVE3-TV Study Urges Colleges to Weigh Alternatives to SATs 10/9/2008 87
 WAVY-TV 10 Study Urges Colleges to Weigh Alternatives to SATs 10/1/2008 88
 Web Wire Slippery Rock University uses SAS® 11/13/2008 89
 WHOTV.com Study Urges Colleges to Weigh Alternatives to SATs 11/13/2008 90
 WIS News 10 Study Urges Colleges to Weigh Alternatives to SATs 10/13/2008 91
 WMC-TV Action News 5 Study Urges Colleges to Weigh Alternatives to SATs 10/2/2008 92
 WNEP 16 News Study Urges Colleges to Weigh Alternatives to SATs 10/13/2008 93
 WNEP-TV 16 Study Urges Colleges to Weigh Alternatives to SATs 10/30/2008 94
 WTOL 11 Study Urges Colleges to Weigh Alternatives to SATs 10/5/2008 95
 WTXL ABC 27 HD Study Urges Colleges to Weigh Alternatives to SATs 10/15/2008 96
 WWSB ABC 7 Florida Study Urges Colleges to Weigh Alternatives to SATs 11/21/2008 97

6535 TRASNCRIPT

The AACRAO Transcript will continue to offer members the latest news about government relations, court proceedings, industry updates, and international developments affecting higher education. Items in the Transcript will be communicated to members each week via email blast containing ads for AACRAO services. In addition, ads for recent publications will appear alongside each article.

The Transcript continues to maintain the strongest traffic on aacrao.org, although unique visits are down from last year's peak amid Congress's budget reconciliation battle. Transcript is now the repository for over 4,100 articles.

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.

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Recent SEM Source articles include: Changing Demographics: Why Nontraditional Students Should Matter to Enrollment Managers and What They Can Do to Attract Them, by Becky Copper, director of admissions at the Schools of Graduate and Professional Programs at Saint Mary's University of Minnesota; An Unconventional Process: Transfer Credit Evaluation at the University of North Carolina at Charlotte, by Tina McEntire, director of admission at the University of North Carolina at Charlotte; and Tradition of Service: "TEAM IUPUI" in Tenth

Year, by Judy Johnson and Jennifer L. Pease, of IUPUI Admissions Center at Indiana University-Purdue University Indianapolis.

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 more than 400 feature articles.

GOVERNANCE

6605 LEADERSHIP/STATE AND REGIONAL MEETING

The staff is in the process of finalizing the invitation list for the Leadership/State and Regional Meeting in December. Preliminary work is underway to develop the agendas. The meeting evaluations from last year are being reviewed by the planners.

PROJECTS/CONTRACTS

Projects

Business activity since October 1, 2008

New contracts since October 1, 2008

Institution Project Description

Bemidji State University Shared enrollment services consultation

Catholic University of America Positioning strategies

Grove City College Admissions office audit

Keene State College Course scheduling audit

FY 2009

Pub 4yr

Pub

2r Pri 4yr Other Total

Inquiries 8 2 5 3 18

Proposals 4 1 4 2 11

Contracts 3 0 1 2 6

Contracted fees \$ 29,110 \$9,680 \$16,690 \$ 55,480

37

University of Calgary Admissions office audit

University of Saskatchewan Admissions office audit

Marketing

AACRAO Consulting exhibited at the AACRAO SEM Conference in November. The Conference itself is AC's strongest marketing venue, with 8 likely projects arising from the Anaheim meeting, along with a large number of additional leads. AACRAO Consulting marketing materials continue to be present at the AACRAO booth at several state and regional AACRAO meetings. Recent meetings included PACRAO and Texas AACRAO. AACRAO Consulting is in the process of developing a new branding campaign, including a new logo, which is scheduled to be launched at the 2009 AACRAO Annual Meeting.

Partnerships

Active conversations are continuing with SPSS, for their data and research services, Monster.com, for their labor market research capabilities, SunGard, to assist their clients in implementing their new SEM module within Banner, and Hobsons, to assist their clients in implementing their CRM product.

Web site

The AACRAO Consulting web site continues to be a primary source of project inquiries. We have established a timeline for updates to site material, to keep it fresh and encourage return visits. Recent posts include advertisements for upcoming Webinars, announcements on the AACRAO SEM Conference and Executive Symposium, posts on new SEM publications and service offerings. Upcoming web site enhancements include a revised look consistent with new AC brand image (see below), the creation of a corporate partner link, and a password protected

resource center for current consultants.

Web stats

Sept-Oct 08 July-Aug 08

Overall visits

- Unique visits
- Page views
- Avg page views per visit
- Avg. time spent
- Originating campuses

2,642

8,610

2.83

1 min 37sec

458

2,352

7,916

2.84

1 min 43sec

382

Top 10 keyword searches 1) enrollment
management

2) SEM

3) executive symposium

4) aacrao sem

5) aacrao

6) communication plans

7) consulting

8) aacrao consulting

9) financial aid

SEM

enrollment

management

aacrao sem

aacrao

executive symposium

org transformation

wendy kilgore

executive symposium

aacrao consulting

38

leveraging

10) aacrao sem

conference

communication plans

Top view content areas

- Homepage
- Consultant Bios
- Developing Recruitment, Marketing,
and Communication Plans
- A Community College Roadmap for
the Strategic Enrollment Management

Journey

- Comprehensive SEM Review
- Strategic Enrollment Planning
- Organizational Models for Enrollment Management at Small Colleges
- Retention Analysis
- Leveraging Financial Aid: A Powerful Tool for Enrollment Success
- Our Approach

1,973

400

287

262

227

221

218

182

181

163

N/A

Webinars

On December 11, 2008, Bob Bontrager and Senior AACRAO Consultant Gil Brown will copresent a webinar *SEM and Institutional Success: Integrating Enrollment, Finance and Student Access* to accompany their new publication. The webinar is \$75 for AACRAO members and \$95 for non-members and is sponsored by SunGard Higher Education. It will be advertised on the AC web site, the AACRAO web site, and in MemberLink and Transcript.

Content Development

SEM and Institutional Success: Integrating Enrollment, Finance and Student Access co-authored by Bob Bontrager, Gil Brown, and Don Hossler was released at the 2008 SEM Conference. A book signing was held at SEM to advertise the publication. The book was also featured at the AACRAO Consulting booth.

Bob Bontrager also is coordinating the writing of a book on the topic of SEM in community colleges, with 12 having signed on to author chapters.

SEM Briefs

A SEM Brief by Amanda Yale on the use of business intelligence software with enrollment is scheduled to be released in December. The paper is scheduled to be available at the 2009 AACRAO Annual Meeting, will be e-mailed to members, be posted on the AC web site, and will appear in MemberLink and Transcript.

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MARKETING

MARKETING

The Marketing Department recently concluded intensive work on marketing for SEM XVIII and the Executive Symposium. The Executive Symposium achieved record attendance with 67 participants, and the SEM conference's 893 attendees approached last year's record. The marketing department continued to contribute to the "Making Greener Choices Campaign" by providing water stations, abbreviating the size of the SEM brochure, and driving more prospects to AACRAO's web site for registration. In addition, all conference surveys were conducted through Runner Technologies, a pro bona service. A major push right now is to publicize AACRAO's second annual Transfer Conference.

6806 EXECUTIVE SYMPOSIUM

AACRAO Executive Symposium attracted college and university chancellors, presidents, provosts, chief enrollment management officers and their executive level team members to the Anaheim Marriott Hotel for the third annual AACRAO Executive Symposium. The symposium included forward-thinking presentations and dialogue from Dr. Shirley Reed, President of South Texas College; Bob Bontrager, Director of the Strategic Enrollment Management Conference and AACRAO Consulting; and Guilbert Brown, Director of Budget & Financial Planning at George Mason University. Bob Smith, President of Slippery Rock College, presided over the proceedings. An evening reception was held on November 15 to promote networking and informal dialogue among the participants. AACRAO marketing received \$30,000 from Hobsons for sponsorship of AACRAO's Executive Symposium and SEM Conference.

6813 AACRAO TRANSFER CONFERENCE

On February 15-17th, 2009 AACRAO will conduct a two-day conference in Tampa, Florida, exploring key issues in transfer enrollment and evaluation of transfer credit. The conference will bring together practitioners and managers from admissions, retention, enrollment management, transfer center, and registrar organizations at both 2- and 4-year institutions. The theme of this year's conference is **Academic Mobility: Perspectives on the Future of Transfer**. AACRAO Marketing Department has begun working closely with the new Director for the Transfer Conference, Lee Furbeck, to promote the event. The website has been launched and the call for proposals has been distributed. The Transfer Conference will be sponsored by CollegeSource at an increased level of \$30,000. AACRAO Marketing has produced marketing materials for the Transfer Conference, including the email header and blasts to professionals in the HEP directory. AACRAO Marketing will also utilize lists from the AACRAO Transfer webinar and will contribute regular articles in *Memberlink* and *Transcript*. We also plan to market banner ads within *Inside Higher ED* and the *Greentree Gazette*.

Corporate Sponsorships

AACRAO Marketing is focused on expanding corporate revenues for the association by building key strategic relationships with corporate sponsors. We conducted meetings with senior marketing officers at SPSS, Sungard, and EMASPro at AACRAO's SEM Conference to understand their marketing priorities for the year and discuss sponsorship opportunities for 2008-2009. AACRAO Marketing will plan to follow up and secure signed agreements by December 2008.

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AACRAO Focus Groups

Two sets of focus groups were conducted at SEM XVIII. AACRAO Marketing explored the challenges and pressing concerns faced by members to understand how AACRAO can provide additional services to address members' SEM related challenges. AACRAO Marketing investigated how attendees were handling looming budgetary cutbacks and exploring how travel is changing for professional development on college campuses. AACRAO Executive staff is developing alternate strategies delivering and improving upon professional development activities (e.g., webinars, distance learning, social networking and other options).

6615 AACRAO CENTENNIAL

Leading Authorities, the media company that AACRAO selected, will be meeting with AACRAO Senior staff to compile the video montage for the 2010 Annual Meeting. Marketing has begun its push to obtain sponsors for AACRAO's Centennial.

6385 IDENTITY MANAGEMENT

AACRAO is continuing to partner with Educause and Internet2 on activities related to Identity Management. AACRAO, through its internal marketing channels, is promoting Educause's Camp Workshop: Delivering, Sourcing, and Securing Services throughout the Student Identity Life Cycle, which will take place February 6-8, 2009 in Tempe, Arizona.

6390 AACRAO WEBINAR

AACRAO Marketing is working with the Director of AACRAO Consulting to promote the webinar covering **AACRAO's latest SEM Publication, *SEM and Institutional Success: Integrating Enrollment, Finance and Student Access*** on Thursday, December 11, 2008 from 2:00 - 3:00 pm EST. The webinar will review SEM strategies from the new publication and offer a useful conceptual framework for meeting enrollment challenges at the student, institutional, and public policy levels. The webinar is sponsored by SunGard Higher Education and AACRAO Marketing has received an advanced fee of \$5,000.

MARKETING OUTREACH EFFORTS

AACRAO recently exhibited at the following meeting:

- **TACRAO**, Corpus Christy, TX, November 2-4, 2008.

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

- Oklahoma (October)
- West Virginia (October)
- Kentucky (October)
- Wisconsin (October)
- Montana (November)
- Nebraska (November)
- Michigan (November)
- Louisiana (November)

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- Tennessee (November)

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

INTERNATIONAL EDUCATION SERVICES (IES)

Revenue for Fiscal Year '08 / '09 (All IES projects):

FY 2008 FY 2009

Month Revenue Expense Net YTD

Net

Month Revenue Expense Net YTD

Net

Oct 66,296 64,172 2,123 2,123 **Oct** 107,380 83,664 23,716 23,716

Nov 123,746 76,708 47,038 49,162 **Nov**

Dec 108,413 79,255 29,158 78,320 **Dec**

Jan 129,689 84,055 45,614 123,934 **Jan**

Feb 71,563 61,748 10,815 134,564 **Feb**

Mar 76,528 57,040 19,488 168,487 **Mar**

Apr 81,848 55,946 25,902 193,554 **Apr**

May 99,698 81,318 18,299 211,853 **May**

Jun 78,967 80,454 (1,483) 208,116 **Jun**

July 98,253 93,786 4,467 212,619 **Jul**

Aug 79,593 81,341 (1,748) 210,256 **Aug**

Sept 50,509 73,675 (23,166) 175,605 **Sept**

Totals 1,065,103 889,498 175,605 175,605 **Totals**

6900 EVALUATION SERVICES

The volume of files processed:

Oct '07 – Sept '08 8832 Oct '08 1021

Oct '06 – Sept '07 7952 Oct '07 710

Oct '05 – Sept '06 5264 Oct '06 912

Oct '04 – Sept '05 4964 Oct '05 411

Oct '03 – Sept '04 4702 Oct '04 319

The IP phone use by a remote employee answering calls to IES has proven to be extremely successful. There is no backlog of voice mail messages and essentially calls are answered rather

than going to voice mail. Additionally, the backlog of unanswered email messages has been reduced from daily average of over 200 to less than 20.

In mid-October IES staff members Dale Gough and Ann Koenig conducted a webinar on “Diploma and Accreditation Mills” with 80 registrants (the largest for any AACRAO fee-based webinar). This will be followed up with a second webinar in January on “How to Detect Fraudulent Credentials”.

6925 LAW SCHOOL ADMISSIONS COUNCIL (LSAC) CREDENTIALING SERVICE

Numbers of requests for evaluations from LSAC appear to increase and the turnaround time for completed evaluations has been reduced to 10 days or less.

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6450 ELECTRONIC DATABASE FOR GLOBAL EDUCATION (EDGE)

Currently there are 162 country profiles available on EDGE, with three to six additional profiles added every month. The third subscription year will begin in November, 2008.

In mid-December, Dale Gough, Bill Paver, and Jeff Petrucci will meet with “The Durango Group” in Colorado for an EDGE presentation. “The Durango Group” is a major government contractor working in homeland security areas (among others) and it is hoped that a favorable endorsement by this group will facilitate increased subscriptions by US Government offices.