

American Association of Collegiate Registrars and Admissions Officers
Minutes of the Meeting of the Board of Directors
June 16-17, 2009

Board Members in Attendance: Sam Conte, Cherie Hatlem, Betty Huff, Adrienne McDay, Glenn Munson, Wanda Simpson Munson, Michele Sandlin, Jeffrey von Munkwitz-Smith, Robert Watkins, Paul Wiley

Staff Members in Attendance: Matt Ogle, Jerome Sullivan, Bob Bontrager

Call to Order

President Simpson Munson called the meeting to order at 8:39 a.m. Central Time.

Approval of Agenda

MOTION 2009.6.01 – It was duly moved and seconded that the agenda be approved as presented.
ADOPTED

Reading and Approval of Minutes

MOTION 2009.6.02 – It was duly moved and seconded to approve the minutes from the meeting of the Board of Directors on April 12, 2009. ADOPTED

MOTION 2009.6.03 – It was duly moved and seconded to approve the minutes from the meeting of the Board of Directors via conference call on May 27, 2009, be approved. ADOPTED

Reports of Board Committees

Finance and Investments Committee

The chair of the Finance and Investments Committee presented its report.

Governance Committee

The chair of the Governance Committee presented its report.

Program Review and Development Committee

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

MOTION 2009.6.04 – It was duly moved and seconded that approval by the Board of Directors is required for the establishment of any new AACRAO program that requires an initial investment of Association funds in excess of \$15,000 or the execution of a contract with a hotel, event planning service, or other entity for which failure to execute the conditions of the contract could cause the loss of Association funds in excess of \$15,000. **Referred back to Program Review and Development Committee**

- The AACRAO Consulting Services Business Plan was presented to the Board by the Director of AACRAO Consulting.

Strategic Planning Committee

The chair of the Strategic Planning Committee presented its report.

Compensation Committee

The chair of the Compensation Committee presented its report.

Audit Committee

The chair of the Audit Committee presented its report.

Reports of Individual Officers

President Simpson-Munson

- Schedule at a Glance for New Orleans
- Communication Plans to Annual Meeting Presenters/Facilitators and to PAC Committee Chairs/Members

President-Elect Huff

- Program Committee status report (sessions, planning dates, etc.)
- Annual Meeting Volunteers status report from co-chairs

VP Hatlem

- Updated state and regional visits

VP Munson

MOTION 2009.6.05 – It was duly moved and seconded that in order to meet the changing needs of the AACRAO membership and to redefine the missions of the Group III Committees, AACRAO shall make the following changes to Group III Committees: (1) the Distance Education Committee shall be disbanded; (2) A new committee shall be established, Distinct Programs and Populations Committee; (3) the remaining existing committees – Academic Progress and Graduation; Registration and Academic Support; and, Student Academic Records) shall have their missions redefined. **ADOPTED**

VP Sandlin

- Working on putting the Financial Aid Committee back together.

VP von Munkwitz-Smith

- Working with AACRAO staff, Educause, and Internet 2 to produce an Identity Management webinar, as well as putting together an Identity Management track for the Technology Conference.

VP Watkins

- EDGE is doing well. There is currently and emphasis on general clean-up and producing sample documents.
- The production of an International Guide is in progress.
- Discussed potential candidates for the International Award.

President Simpson-Munson ordered the reports filed.

Reports from Ad Hoc Committees

Centennial Committee – the committee has been disbanded.

Ethics Task Force – the chair is working with the task force members to complete the report and hope to have something by the October Board meeting.

Board Meeting in Recess – 3:50 p.m. Central Time (6/16/09)

Board Reconvened – 1:02 p.m. Central Time (6/17/09)

Reports from Ad Hoc Committees, continued

Governance Task Force – the group is working and due to submit an initial written report by October 1st for the Board to review; a final report is expected no later than January 23rd.

Public Policy Task Force – there was a brief discussion of the role of this group.

President Simpson-Munson ordered the reports filed.

Report of Executive Director

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

President Simpson-Munson ordered the Executive Director's report filed.

Unfinished Business

Action Items – the Board's action items list was reviewed and updated

New Strategic Plan – the new strategic plan will be mapped to the Operating Plan.

2009-2010 Budget Adjustments – there were no budget adjustments reported.

Leadership Project – the Leadership Project, in conjunction with Vanderbilt University is still in the planning phase and will be reviewed by the Program Review and Development Committee; it may be ready by summer 2010.

New Business

Board Transition Meeting and Program – being reviewed under the direction of Governance Committee.

Succession Planning for the Executive Director – the Compensation Committee is working on this issue.

Requirement for PAC Committee Chairs to be voting members – While this is the policy, it does permit exceptions; this is a topic for future research and discussion.

Establish Task Force to Identify Ways to Strengthen the Relationship Between State and Regional Associations and AACRAO – completed.

Ockerman Award

MOTION 2009.6.06 – It was duly moved and seconded that the Ockerman Award be presented at the opening session. ADOPTED

Developing a Communication Plan to the State & Regional Associations and to the Leadership Group – the AACRAO Office will develop the communication plan.

Program Committee Meeting in December – the President-Elect discussed having the Program Committee come to Washington, DC in December.

Executive Session

The Board of Directors met in Executive Session (4:50 p.m. to 5:44 p.m. Central Time)

Review Board Calendar

The Board reviewed the meeting calendar for 2009-2010.

Adjournment

MOTION 2009.6.07 – It was duly moved and seconded that the Board of Directors meeting be adjourned.

ADOPTED

The Board of Directors meeting adjourned at 5:45 p.m. Central Time.

Attachments

Board of Director Meeting Minutes, April 2009

Board of Director Meeting Minutes, May 2009

Board of Directors Financial Update, April 2009

Schedule at a Glance

Executive Director Report

Action Items from May 27, 2009 Board Meeting

Board Calendar

American Association of Collegiate Registrars and Admissions Officers
Minutes of the Meeting of the Board of Directors
April 12, 2009

Board Members in Attendance: Paul Aucoin, 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 6:30 p.m. Central Time.

Minutes

MOTION 2009.4.01 – It was duly moved and seconded that the minutes from the meeting of the Board of Directors via conference call on March 17, 2009, be approved. ADOPTED

Reports of Standing Committees

Compensation Committee

The chair of the Compensation Committee presented its report.

MOTION 2009.4.02 – It was duly moved and seconded to accept the Executive Director Performance Review Policy. ADOPTED

Governance Committee

The chair of the Governance Committee presented its report.

MOTION 2009.4.03 – It was duly moved and seconded to accept the proposed order of business for Board meetings. ADOPTED

MOTION 2009.4.04 – It was duly moved and seconded that Board meeting dates should be established and announced at least one year and ideally two years in advance. At least once each calendar year, the Board should discuss future meetings and the Governance Committee shall communicate with the President-Elect, the Board, and the appropriate AACRAO staff to review dates. ADOPTED

The chair of the Governance Committee reviewed the committee's discussions regarding assessing the Board's performance and effectiveness.

Finance & Investments Committee

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

President Wiley ordered the written reports of the standing committees (Compensation, Governance, and Finance & Investments) to be filed.

Executive Director Report

Executive Director Sullivan presented a brief update on the status of the annual meeting.

Adjournment

MOTION 2009.4.05 – It was duly moved and seconded that the Board of Directors meeting be adjourned.
ADOPTED

The Board of Directors meeting adjourned at 7:45 p.m. Central Time.

Attachments

Board of Directors Meeting Minutes, March 2009

Executive Director Performance Review Policy

Order of Business for Board Meetings

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

May 27, 2009
via Conference Call

Board Members in Attendance: Sam Conte, Cherie Hatlem, Betty Huff, Adrienne McDay, Glenn Munson, Wanda Simpson Munson, Michele Sandlin, Jeffrey von Munkwitz-Smith, Robert Watkins, Paul Wiley

Staff Members in Attendance: Matt Ogle, Jerome Sullivan

Call to Order

President Simpson Munson called the meeting to order at 2:04 p.m. Central Time.

Approval of Agenda

MOTION 2009.5.01 – It was duly moved and seconded that the agenda be approved as presented.
ADOPTED

Financial Report

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

MOTION 2009.5.02 – It was duly moved and seconded to accept the financial report. ADOPTED

New Business

Report from New Orleans Program Committee

President-Elect Huff reported on the progress and status of the New Orleans program committee.

December Leadership and State & Regional Meeting

MOTION 2009.5.03 – It was duly moved and seconded to cancel the December 2009 Leadership and State & Regional Meeting. ADOPTED

December Board Meeting Dates

The new dates for the December Board of Directors meeting will be December 2-5, 2009 (Wednesday evening-Saturday morning), based on the decision to cancel the December 2009 Leadership and State & Regional Meeting.

June 15-18, 2009 Board Meeting Agenda

President Simpson Munson requested Board members to send any agenda items, reports, or motions for the June meeting to her, so she can finalize the agenda and send it to the Board a week before the meeting.

Unfinished Business

2010 Annual Meeting Schedule (April 21-24, 2010)

The tentative 2010 annual meeting schedule was reviewed. The key points discussed were: (1) the addition of a three-hour block of time for a concurrent State & Regional Officers Workshop and a Meeting for Chairs & Members of Professional Activities Committees in lieu of the cancelled December 2009 meeting; (2) a change in when the Business Meeting would be held; and, (3) what time to hold the Closing General Session on the last day of the annual meeting.

Centennial Celebration Budget

The options and costs for the Centennial Celebration at the Annual Meeting were discussed. It was agreed that, prior to the planned dessert and dance, tickets to a dinner at a cost of \$40 each would be sold.

Update on Ethics Task Force

President Simpson Munson reported that the chair of the Ethics Task Force has reported they will continue their deliberations and prepare a final report for the Board that will probably be available for the October Board meeting.

Review of Action Items from April 16, 2009

The Action Items from the April 16, 2009 meeting of the Board was reviewed and updated.

Adjournment

MOTION 2009.5.04 – It was duly moved and seconded that the Board of Directors meeting be adjourned.

ADOPTED

The Board of Directors meeting adjourned at 3:02 p.m. Central Time.

Attachments

Board of Directors Financial Update, March 2009

2010 Meeting at a Glance

Action Items from April 16, 2009 Board Meeting

Communication Plan for Program Presenters



AACRAO Monthly Financial Update

Highlights | Fiscal Year 2009 | April 2009

Presented: Jerry Sullivan and Samuel Conte

Overview

Total revenue generated by AACRAO's operating activities exceeded expenses by \$268,359 for the month of April, and \$504,333 for the seven months ended April 30, 2009.

The Association's investment portfolio resulted in net gain of \$228,262 for the month and net loss of (\$602,099) for the seven months ended April 30, 2009.

The combined operating and investment activities resulted in a surplus of \$496,621 for the month and a deficit of (\$97,766) for the seven months ended April 30, 2009.

Results of the 2009 Annual Meeting, held in April, contributed positively to the aforementioned financial performance of the Association. Furthermore, all other business-oriented units (i.e. IES, Publications, Meetings and workshops and AACRAO Consulting) reported net surplus for the period. A historical summary chart for each unit is presented later in this report.

Key strategic actions in lieu of economic conditions

In the midst of a troubled economy and uncertain financial markets, management has been constantly looking for ways to manage AACRAO's resources in the most effective and efficient manner. Management is keeping a close eye on cash flows and the Association's expenditures. Also, in order to minimize AACRAO's exposure to market volatility, management has been working with the finance and investment committee and AACRAO's investment advisors to improve its portfolio and mitigate risks of additional market losses.

Financial Position

The following summarizes AACRAO's financial position as of:

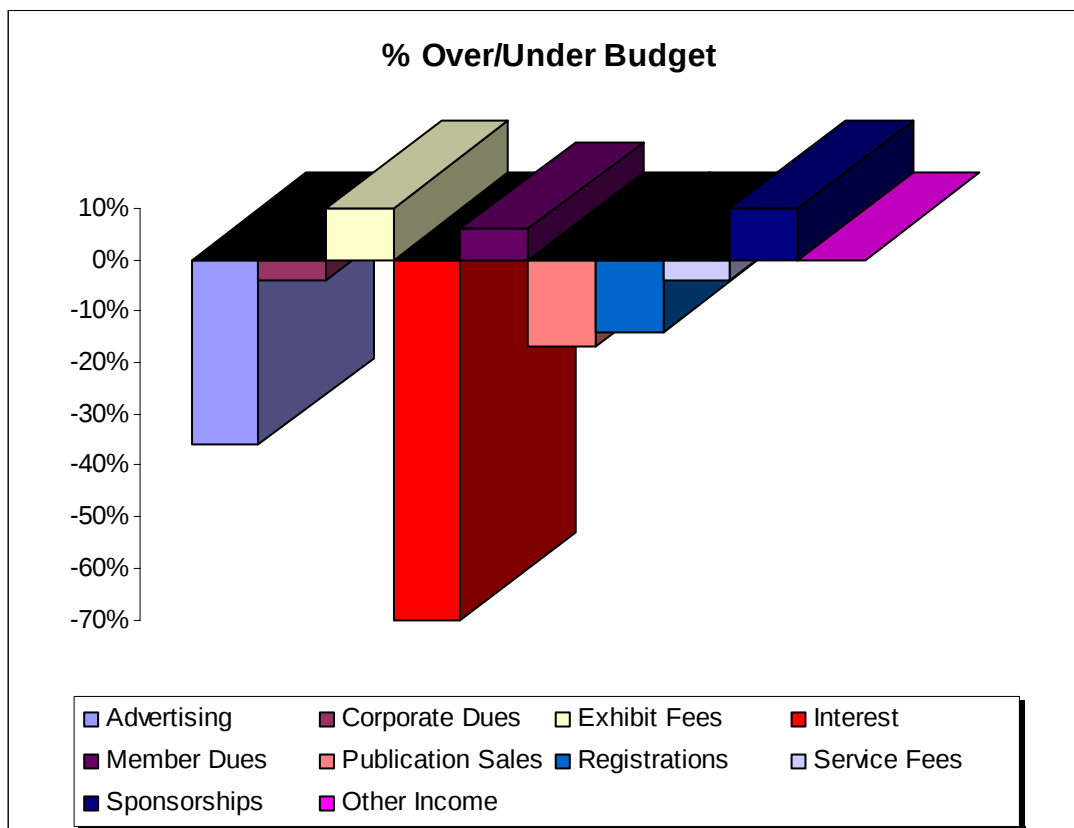
	April 2009	March 2009	Change
Cash	\$80,284	\$244,592	(\$164,308)
Investments	5,331,647	5,102,606	229,041
Accounts Receivable	264,158	306,247	(42,089)
Prepaid Expenses	162,521	534,202	(371,681)
Total Assets	6,119,387	6,467,037	(347,650)
Accounts Payable	406,342	235,398	170,944
Unearned Income	726,269	2,140,492	(1,414,223)
Total Liabilities	1,856,480	2,700,759	(844,279)
Net Assets	\$4,262,907	\$3,766,278	\$496,629

The change in cash balance reflects an increase in disbursements related to the 09 Annual meeting and an overall decline in receipts deemed normal for this time of the year. The investment portfolio showed signs of improvement during April resulting in a net positive change of \$229,041. The reduction in prepaid expense and unearned income balances was primarily a result of recognizing Annual Meeting related expenditures and revenue.

As a result of the cross over between the dues year (July through June) and the fiscal year (October through September), three months of 2008/2009 dues were recognized in FY 2007/2008 and the other nine months will be recognized in FY 2008/2009. 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. As of April 30, 2009, \$2,415,435 (or 104% of last year's total membership dues receipts) has been collected for membership dues and \$121,675 (or 83% of previous year's total corporate dues receipts) has been collected for corporate dues.

Statement of Activities

Revenue: Revenue generated for the seven months ended April, totaled \$5,260,110 or 96% of year-to-date budget (4% below budget expectations). Three revenue generating activities exceeded their year-to-date budget expectation, while others are either at or fell below expectations. The following chart summarizes the variances between actual and budget amounts:



Exceeding Expectations:

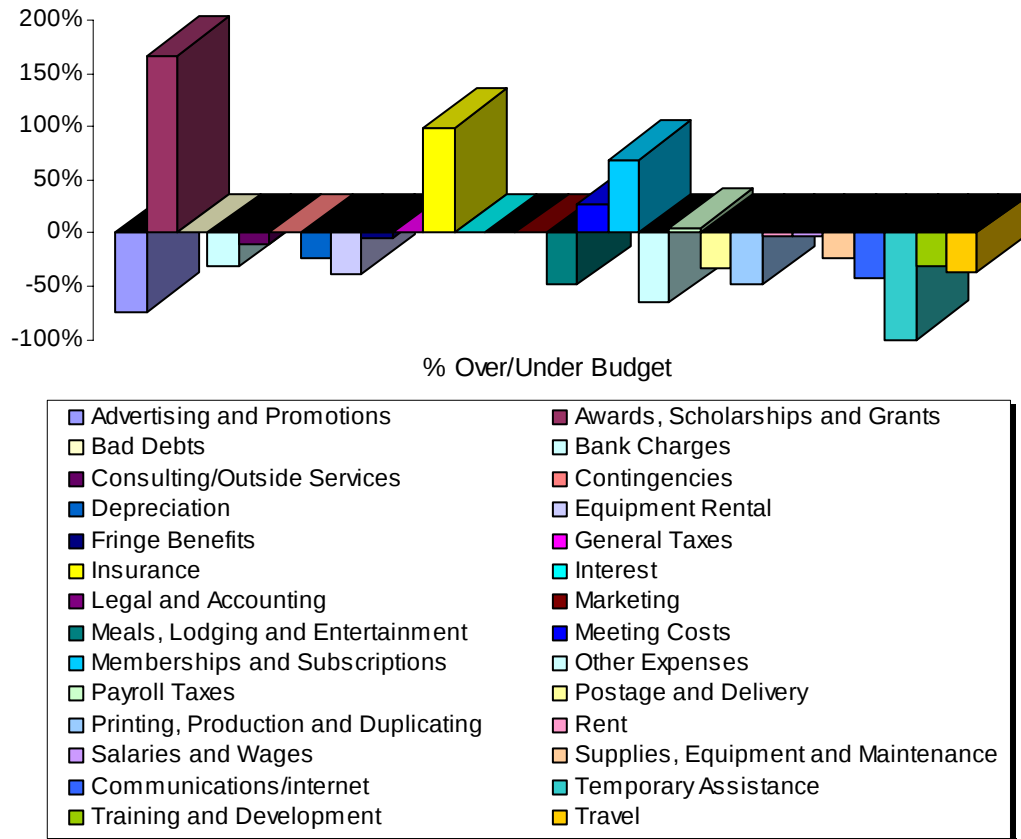
Member Dues: 6% | \$82,000

Exhibit Fees: 11% | \$56,000

Sponsorship: 33% | \$70,000

Exhibit fees and Sponsorship revenue are reporting better than expected results due to high performances of AACRAO's Annual, SEM and Transfer conferences. Membership Dues revenue continues to perform well and is expected to remain strong through the end of the fiscal year.

Expenses: Expenses for the seven months ended April, totaled \$4,755,777 or 93% of year-to-date budget (7% below budget expectations). Four expense line items exceeded their year-to-date budgets, while others remained at or below budget.



Exceeded Budget:

Awards: 167% | \$2,500

Insurance: 99% | \$16,000

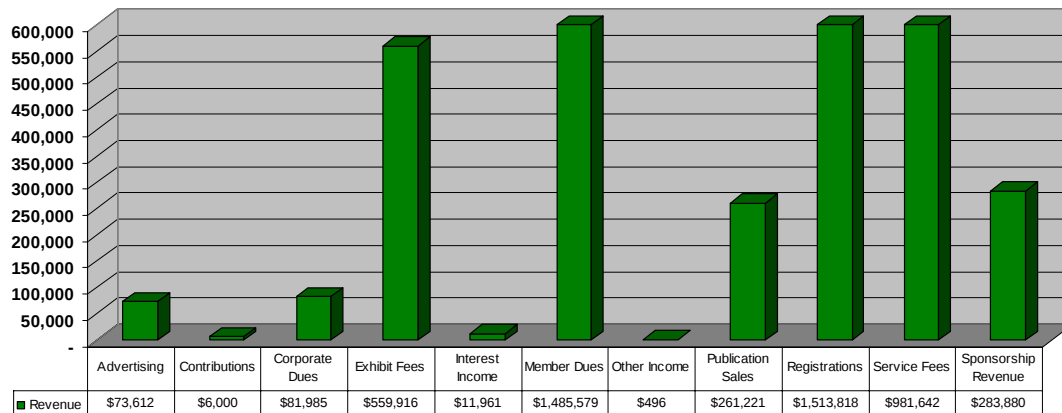
Meeting costs: 28% | \$265,000

Memberships and Subscriptions: 69% | \$18,000

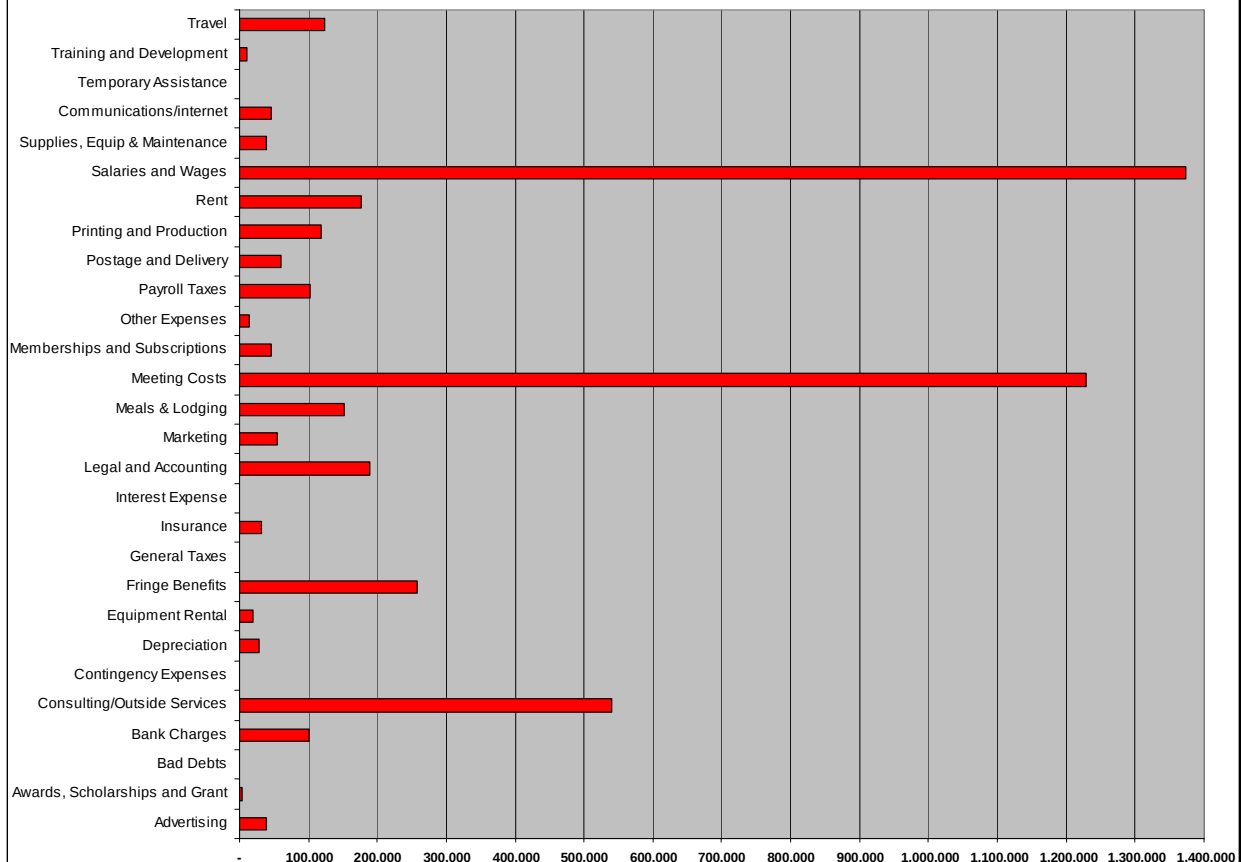
The excess in meeting costs is attributable to 2009 Annual Meeting hotel attrition estimate. Negotiations with the hotel are ongoing and impact is likely to be reduced based on the outcome. The overrun in other expenditures is primarily a result of timing differences which are expected to be reconciled as the fiscal year continues.

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	109,025	1,585,691	1,361,055	11,000	-	934,044	245,096	-
Expenses	220,849	770,883	1,265,583	151,508	71,369	660,284	135,961	75,121
Net Operating	(111,824)	814,808	95,472	(140,508)	(71,369)	273,760	109,135	(75,121)

	CM	BD	AC	PC	IES	VP	MK	TOTAL
Revenue	22,207	-	341,483	-	650,509	-	-	5,260,110
Expenses	250,623	213,861	310,079	1,052	604,001	24,603	-	4,755,777
Net Operating	(228,416)	(213,861)	31,404	(1,052)	46,508	(24,603)	-	504,333

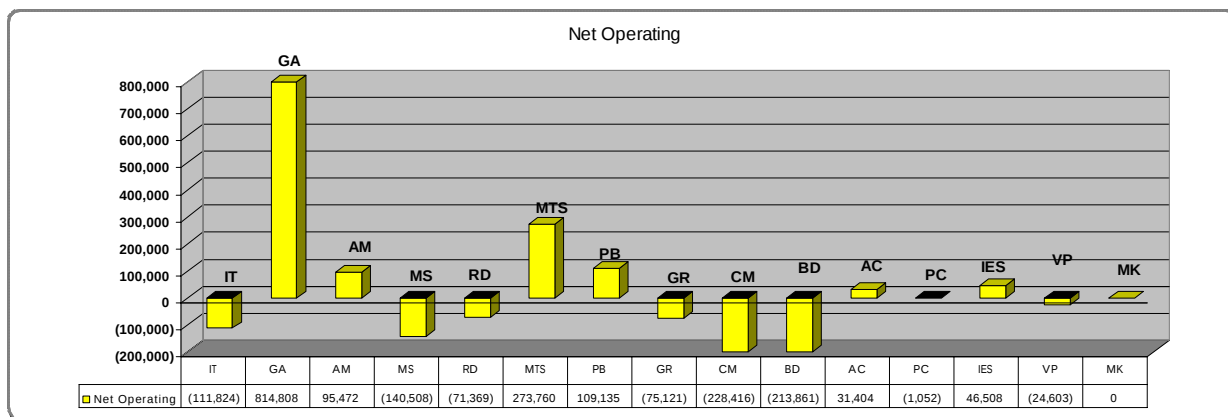
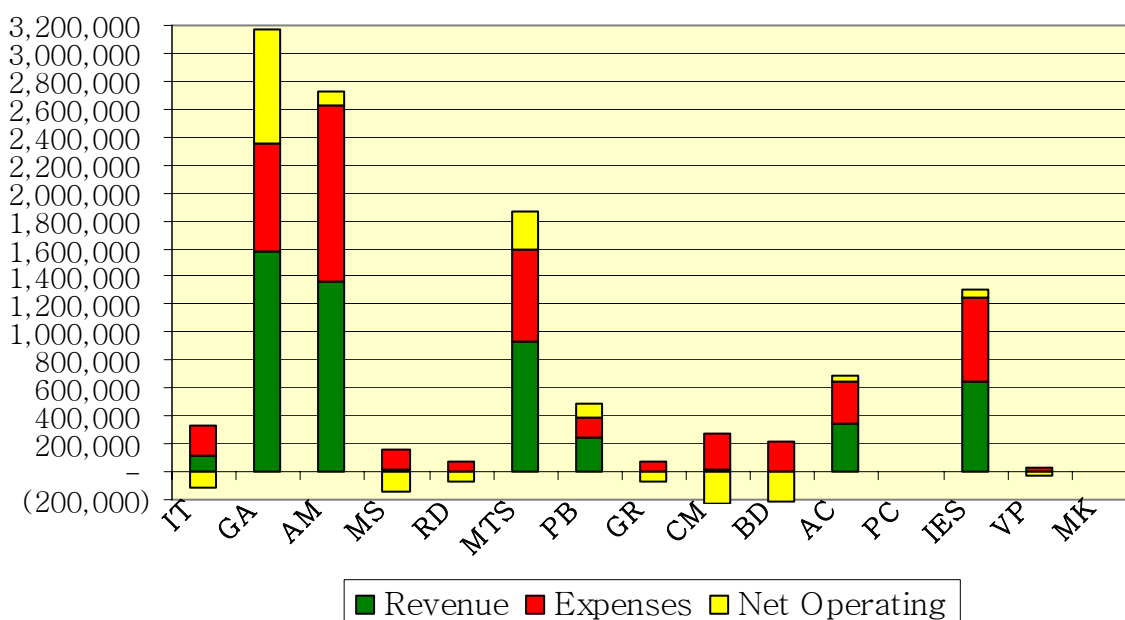
Gifts/Bequests

Investments

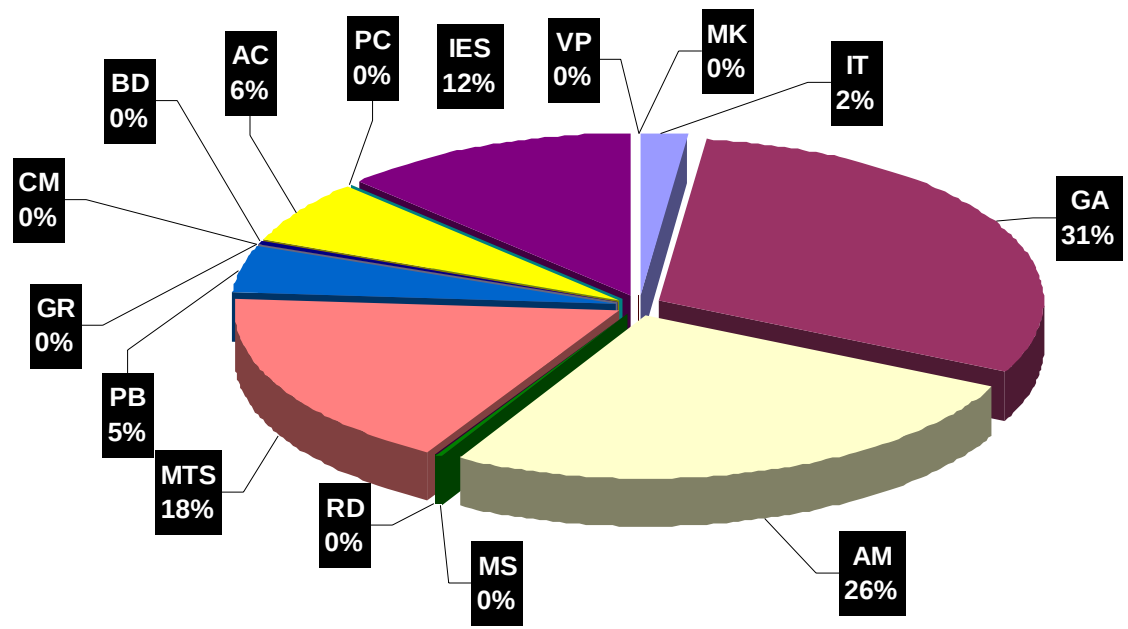
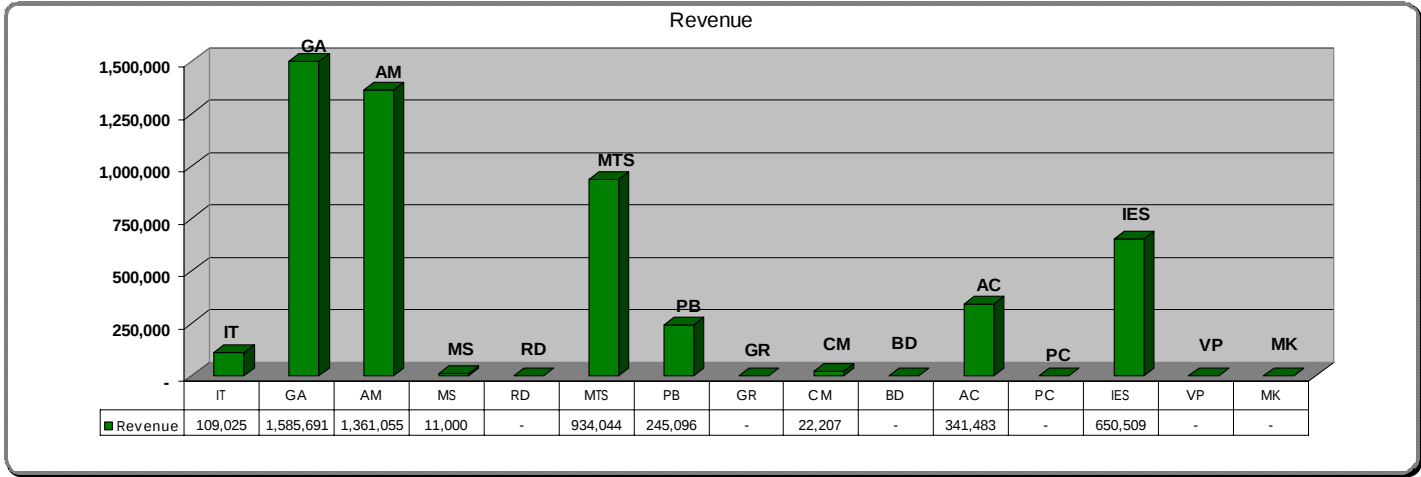
Net deficit

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 - AC: AACRAO Consulting - PC: Projects Contracts - IES: Int'l Education Services - VP: Vice Presidents - MK: Marketing

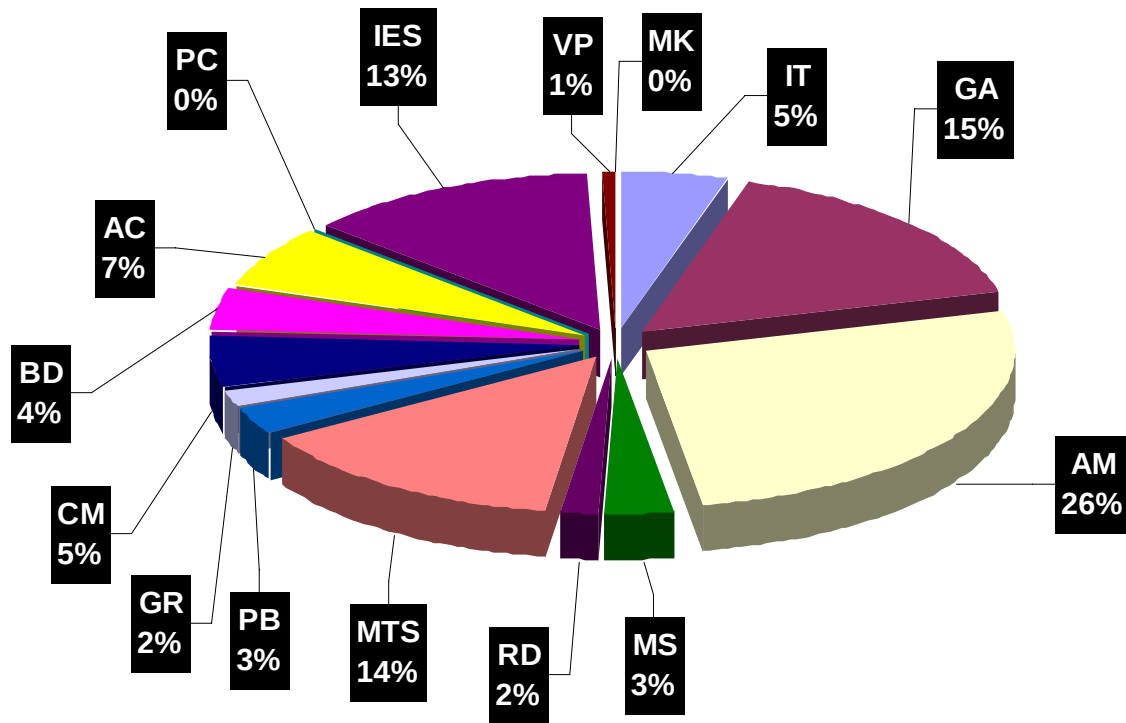
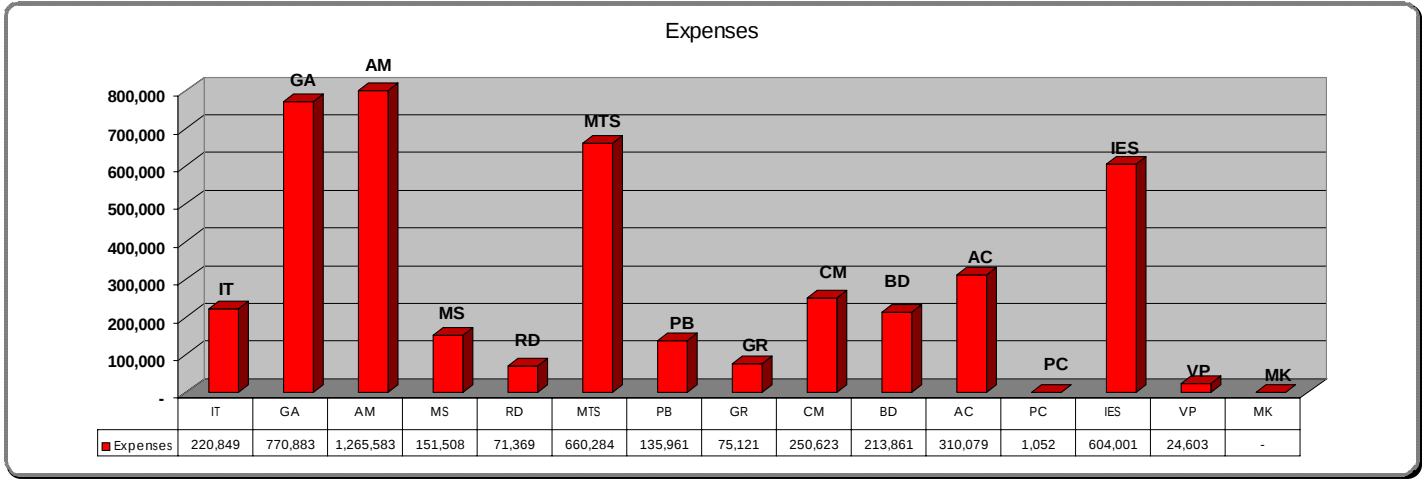
-
(602,099)
(97,766)



Revenue



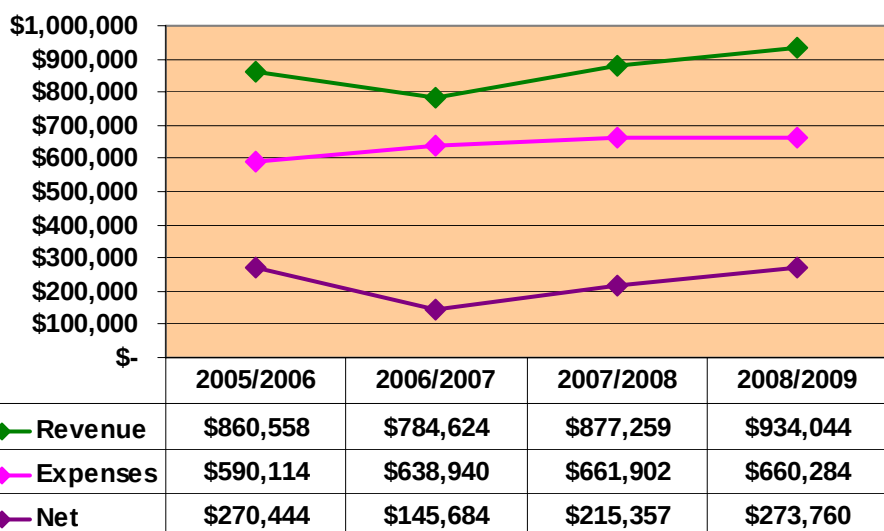
Expenses



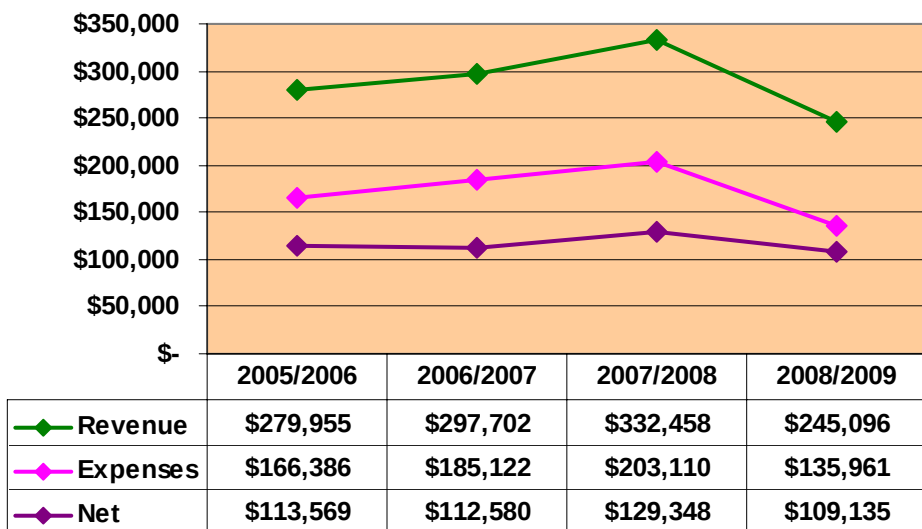
AACRAO Business Lines – Comparative Data

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

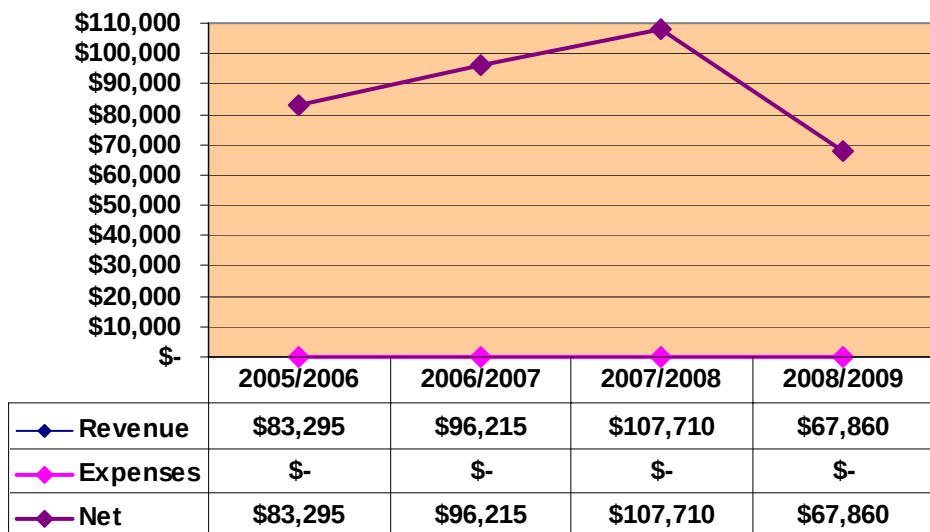
MTS



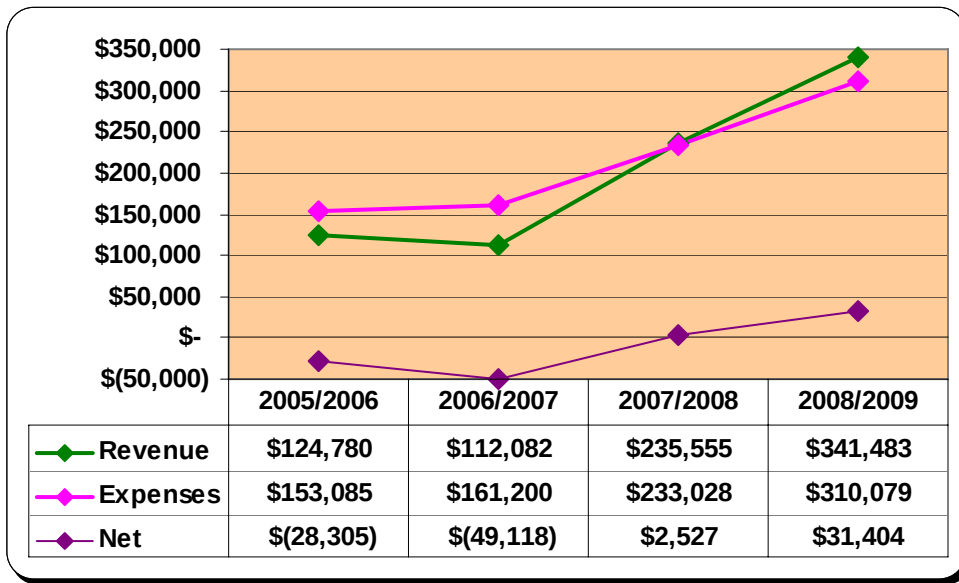
PUB



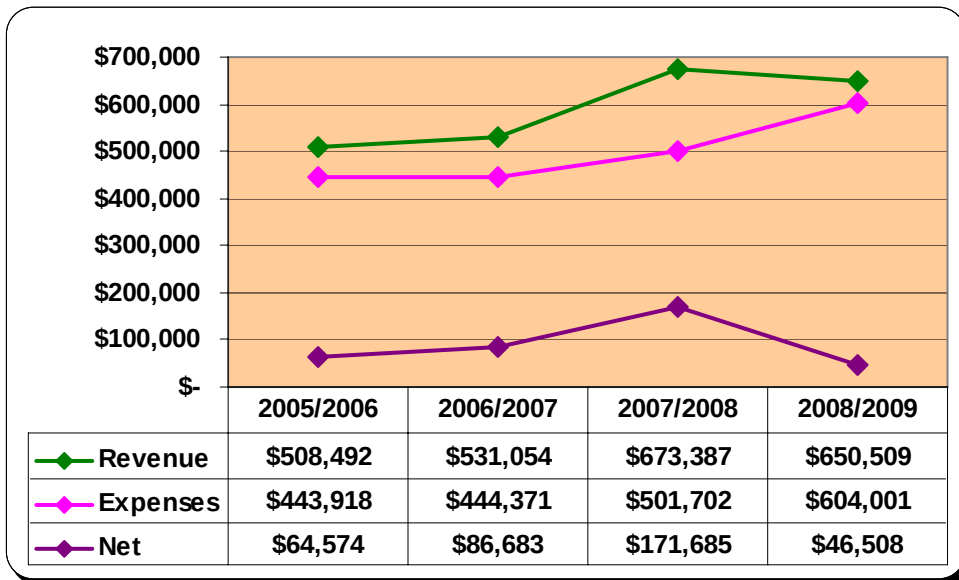
JOL



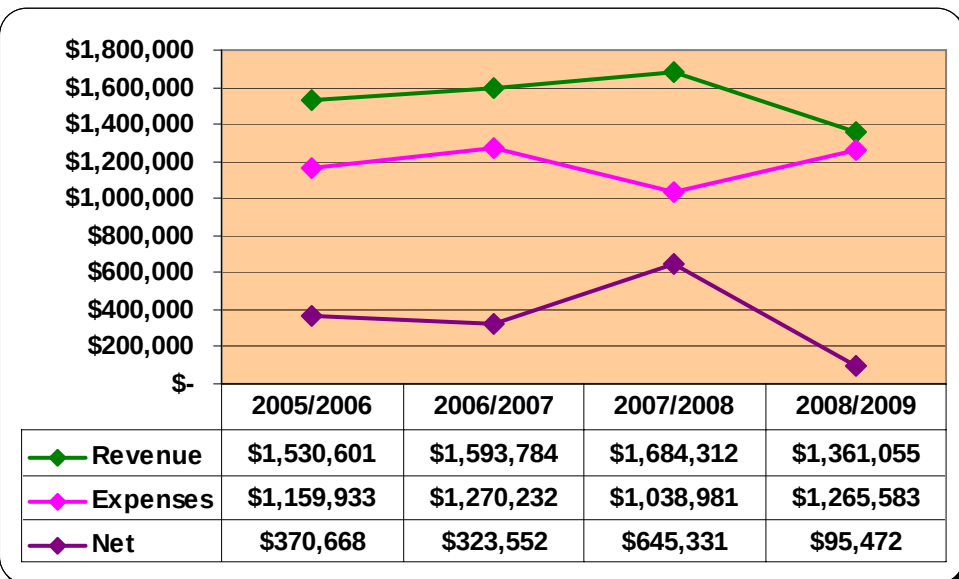
AC



IES



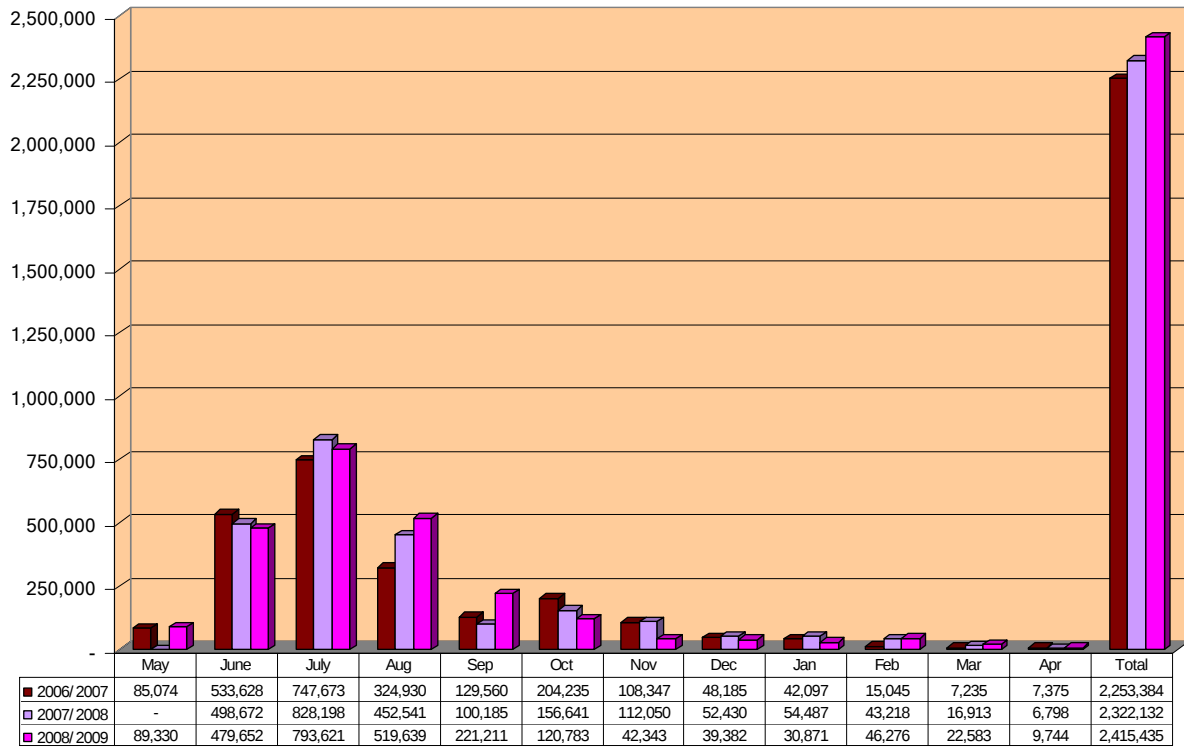
AM



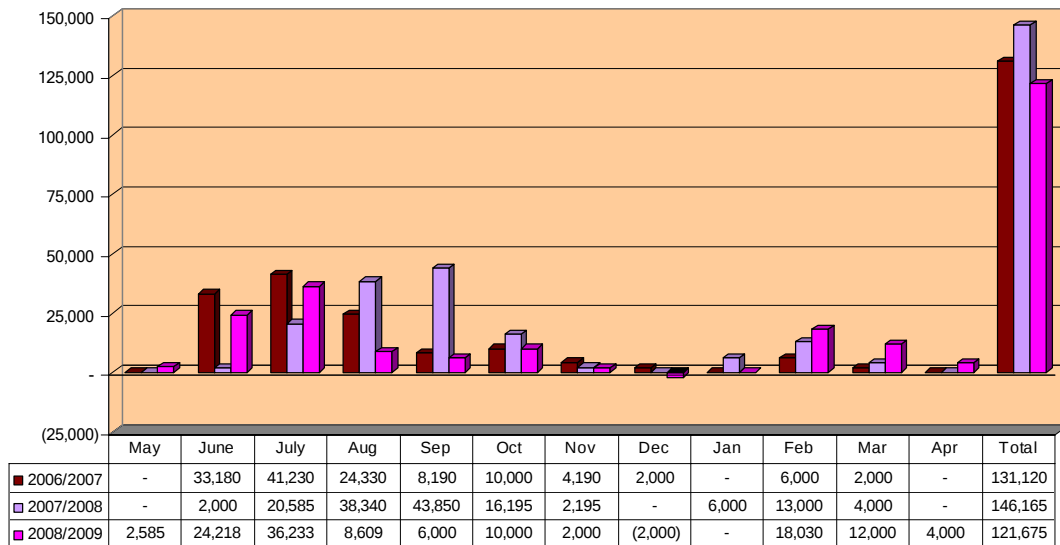
Appendix



Membership Dues: Cash Collections | Comparative Numbers



Corporate Dues: Cash Collections | Comparative Numbers



Tuesday, April 20, 2010

Board of Directors Meeting

8:00 a.m. – 4:00 p.m.

Conference of Registrars in Jesuit Institutions (COrE) Meeting

8:30 a.m. – 6:00 p.m.

Loyola-New Orleans

Contact: Georgia McRae, georgia.mcrae@marquette.edu

Wednesday, April 21, 2010

Registration

7:30 a.m. – 7:30 p.m.

Cyber Café

6:45 p.m. – 8:15 p.m.

Exhibit Hall Open

6:45 p.m. – 8:15 p.m.

Pre-meeting Workshops

(ticket at extra cost required)

Full day:

(W1) 8:30 a.m. – 3:30 p.m.

Half day:

(W2) 8:30 a.m. – 11:30 a.m.

(W3) 12:30 p.m. – 3:30 p.m.

State and Regional Officers Workshop

8:30 a.m. – 3:30 p.m.

Meeting for Professional Activities Committees Chairs

(2009-2010, 2010-2011)

8:30 a.m. – 11:30 a.m.

Program Committee Meeting

(2009-2010)

10:00 a.m. – 11:30 a.m.

Luncheon for Professional Activities Committees Chairs

(2009-2010, 2010-2011)

11:30 a.m. – 12:30 p.m.

Please preregister for luncheon on registration form.

Meeting for Chairs & Members of Professional Activities Committees

(2009-2010, 2010-2011)

12:30 p.m. – 3:00 p.m.

National Network of Law School Officers Board of Directors Meeting

1:00 p.m. – 5:00 p.m.

GLBT Pre-Conference Meeting

3:15 p.m. – 3:45 p.m.

First-Time Attendees Orientation & Welcome

3:45 p.m. – 4:45 p.m.

Nominations & Elections

Committee Meeting

(2009-2010, 2010-2011)

3:45 p.m. – 4:45 p.m.

Opening General Session (W4)

5:00 p.m. – 6:45 p.m.

- **Welcome and Awards Presentation**
5:00 p.m. – 5:45 p.m.
- **Opening Plenary Presenter: TBD**
5:45 p.m. – 6:45 p.m.

Welcome Reception

(cash bar)

6:45 p.m. – 7:45 p.m.

Centennial Dinner

(ticket at extra cost required)

7:45 p.m. – 9:00 p.m.

Centennial Band & Dance

9:00 p.m. – 11:30 p.m.

Thursday, April 22, 2010

Registration

7:30 a.m. – 5:30 p.m.

Cyber Café Open

9:00 a.m. – 1:30 p.m. / 2:30 p.m. – 4:30 p.m.

Exhibit Hall Open

9:00 a.m. – 1:30 p.m. / 2:30 p.m. – 4:30 p.m.

Space available for Professional Activity Committee meetings in the Exhibit Hall during normal exhibit hall hours.

Educational Sessions (T1)

8:00 a.m. – 9:15 a.m.

Corporate Showcase

- **Exhibit Hall Hours**
9:15 a.m. – 10:45 a.m.
- **Refreshment Break in Exhibit Hall**
9:15 a.m. – 10:15 a.m.
- **Corporate Presentations (T2)**
9:30 a.m. – 10:30 a.m.

Educational Sessions (T3)

10:45 a.m. – 11:45 a.m.

Luncheons (TL)

11:45 a.m. – 1:15 p.m.

- **Cultural Diversity Luncheon**

(ticket at extra cost required)

Presenter: TBD

- **Graduate and Professional Schools Luncheon**

(ticket at extra cost required)

Presenter: TBD

- **Nominations & Elections**

2010-2011 Committee Luncheon

By invitation

Educational Sessions (T4)

1:15 p.m. – 2:15 p.m.

General Session (T5)

2:30 p.m. – 3:30 p.m.

Presenter: TBD

General Session (T5)

2:30 p.m. – 3:30 p.m.

Presenter: TBD

Refreshment Break in Exhibit Hall

3:30 p.m. – 4:00 p.m.

Roundtables (T6)

4:00 p.m. – 5:00 p.m.

ACAOPU Meeting (T6)

4:00 p.m. – 5:00 p.m.

AACRAO Town Meeting (T7)

5:15 p.m. – 6:15 p.m.

Board of Directors Reception for Honorees

By invitation

6:15 p.m. – 7:30 p.m.

National Network of Law Schools Social

7:00 p.m. – 9:00 p.m.

- For information and registration, contact: Jerri Cunningham, (254) 710-4115, jerri_cunningham@baylor.edu

Friday, April 23, 2010

International Day

Registration

8:00 a.m. – 4:30 p.m.

Cyber Café Open

9:00 a.m. – 12:00 p.m./1:45 p.m. –

3:45 p.m.

Exhibit Hall Open

9:00 a.m. – 12:00 p.m./1:45 p.m. – 3:45 p.m.

Space available for Professional Activity Committee meetings in the Exhibit Hall during normal exhibit hall hours.

AACRAO Past Presidents' Breakfast

8:00 a.m. – 9:30 a.m.

Educational Sessions (F1)

8:00 a.m. – 9:15 a.m.

Refreshment Break in Exhibit Hall

9:15 a.m. – 10:00 a.m.

AACRAO Business Meeting (F2)

10:00 a.m. – 11:00 a.m.

Luncheons (FL)

11:00 a.m. – 12:30 p.m.

• State and Regional Officers Awards Luncheon

(ticket at extra cost required)

• National Network of Law School Officers Luncheon and Business Meeting

For information and registration, contact: Jerri Cunningham, (254) 710-4115,

jerri_cunningham@baylor.edu

• Annual Meeting Planners Luncheon

By invitation

Caucus Meetings/Box Lunch *(ticket required to receive box lunch)*

11:00 a.m. – 12:30 p.m.

- Asian/Pacific Islander Caucus
- Black Caucus
- Latino/Latina Caucus
- Native American Caucus

Educational Sessions (F3)

12:30 p.m. – 1:30 p.m.

Refreshment Break in Exhibit Hall

1:30 p.m. – 2:00 p.m.

General Session (F4)

2:00 p.m. – 3:00 p.m.

Presenter: Clifford Adelman, Institute for Higher Education Policy

General Session (F4)

2:00 p.m. – 3:00 p.m.

Presenter: TBD

Educational Sessions (F5)

3:15 p.m. – 4:15 p.m.

Educational Sessions (F6)

4:30 p.m. – 5:30 p.m.

Receptions

6:30 p.m. – 8:00 p.m.

- **State and Regional Receptions**
- **International Educators Reception** (*ticket at extra cost required*)

Saturday, April 24, 2010

Registration

7:45 a.m. – 12:30 p.m.

Cyber Café Open

7:45 a.m. – 12:30 p.m.

Educational Sessions (S1)

8:00 a.m. – 9:00 a.m.

Educational Sessions (S2)

9:15 a.m. – 10:15 a.m.

Program Committee Meeting

(2010-2011)

9:15 a.m. – 10:15 a.m.

Educational Sessions (S3)

10:30 a.m. – 11:30 a.m.

Closing General Session (S4)

Closing Plenary Presenter:

TBD

11:45 a.m. – 12:45 p.m.

Board of Directors Meeting

1:15 p.m. – 3:00 p.m.

**AMERICAN ASSOCIATION OF COLLEGIATE
REGISTRARS AND ADMISSIONS OFFICERS**



EXECUTIVE DIRECTOR'S REPORT

**BOARD OF DIRECTOR'S MEETING
NEW ORLEANS, LA**

JUNE 2009

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INFORMATION TECHNOLOGY

Due to a projected drop in association cash flows, AACRAO IT is currently operating with a spending freeze on all discretionary expenditures.

Suspended Projects:

AACRAO CRM Upgrade

AACRAO completed the initial phase of the CRM upgrade and is now using the Corporate, Exhibitor and Sponsorship modules in a production environment. Further action has been suspended.

AACRAO Server Replacement

AACRAO's file and email servers have been in production for over six years, and have been scheduled for replacement. This project is on hold.

AACRAO Firewall Replacement

AACRAO's primary security appliance is over six years old and will be replaced when the economic situation permits.

Office Productivity Suite Upgrade

AACRAO is currently using Microsoft Office XP and has planned an upgrade to the latest version of Office to coincide with the server upgrades. This project is on hold.

Other Projects:

Virtual Annual Meeting

AACRAO successfully produced the first Virtual Annual Meeting, consisting of 12 video webinars recorded onsite in Chicago. The Virtual Annual Meeting attracted nearly 100 institutional registrations and brought in over \$20K in net revenue to the association with a return on investment of 426%.

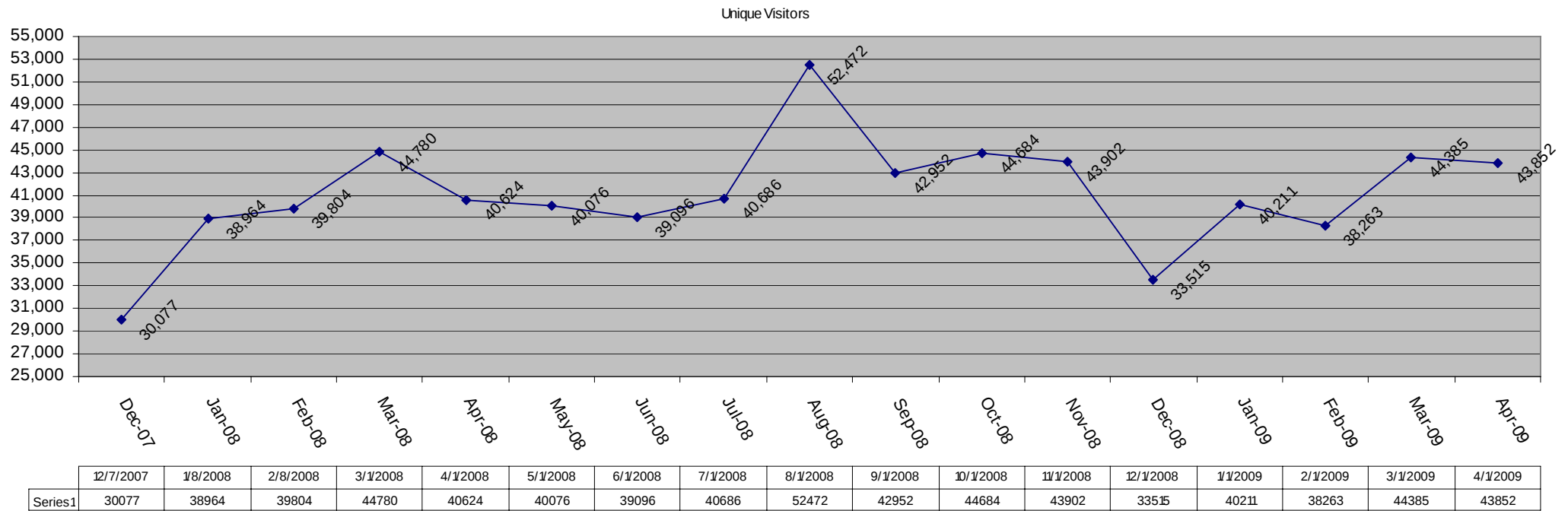
AACRAO Renewals

AACRAO is currently engaged in the 2009 renewal process. In preparation for invoicing, AACRAO updated the institutional enrollment values in the membership database with information from IPEDS and recalculated membership dues based on the final FTE formula in the Dues Task Force schedule.

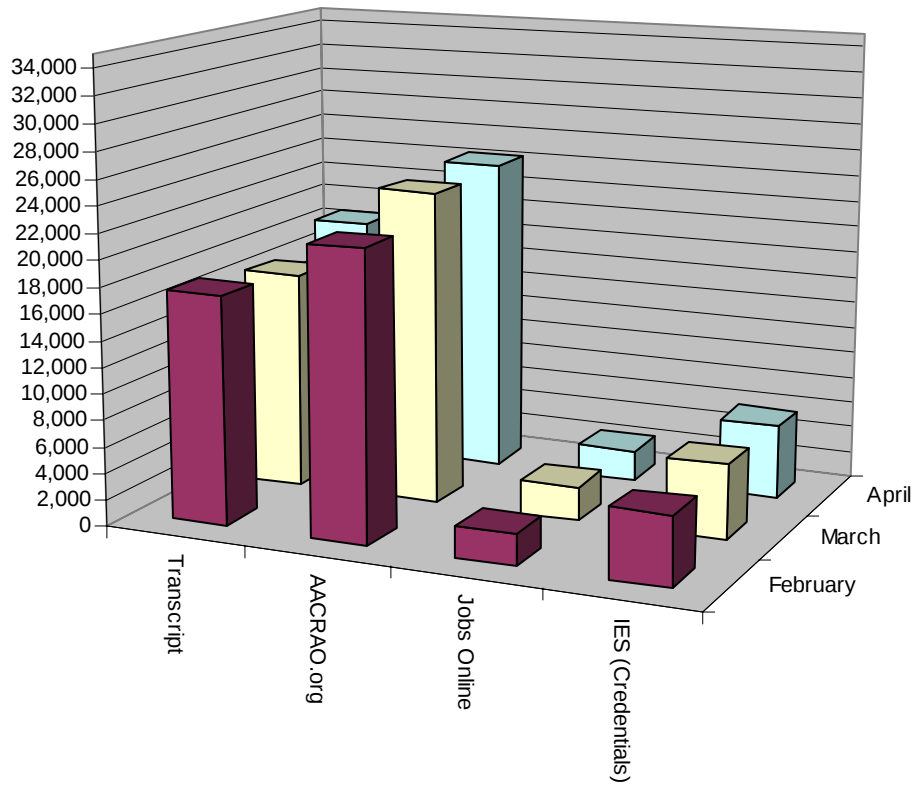
Governance Task Force Web Page and Listserve

AACRAO published a dedicated web page for the Governance Task force to disseminate information about its activities and solicit input from the membership. AACRAO also created a listserv to facilitate communication between task force members.

AACRAO.ORG Unique Visitors December 2007 – April 2009



Top Sections



	Transcript	AACRAO.org	Jobs Online	IES (Credentials)
February	17461	21899	2399	5254
March	16653	23933	2627	5753
April	18604	24255	2342	5738

GENERAL AND ADMINISTRATIVE

6005 ACCOUNTING

Overview

Total revenue generated by AACRAO's operating activities exceeded expenses by \$268,359 for the month of April, and \$504,333 for the seven months ended April 30, 2009.

The Association's investment portfolio resulted in net gain of \$228,262 for the month and net loss of (\$602,099) for the seven months ended April 30, 2009.

The combined operating and investment activities resulted in a surplus of \$496,621 for the month and a deficit of (\$97,766) for the seven months ended April 30, 2009.

Results of the 2009 Annual Meeting, held in April, contributed positively to the aforementioned financial performance of the Association. Furthermore, all other business-oriented units (i.e. IES, Publications, Meetings and workshops and AACRAO Consulting) reported net surplus for the period. A historical summary chart for each unit is presented later in this report.

Key strategic actions in lieu of economic conditions

In the midst of a troubled economy and uncertain financial markets, management has been constantly looking for ways to manage AACRAO's resources in the most effective and efficient manner. Management is keeping a close eye on cash flows and the Association's expenditures. Also, in order to minimize AACRAO's exposure to market volatility, management has been working with the finance and investment committee and AACRAO's investment advisors to improve its portfolio and mitigate risks of additional market losses.

Financial Position

The following summarizes AACRAO's financial position as of:

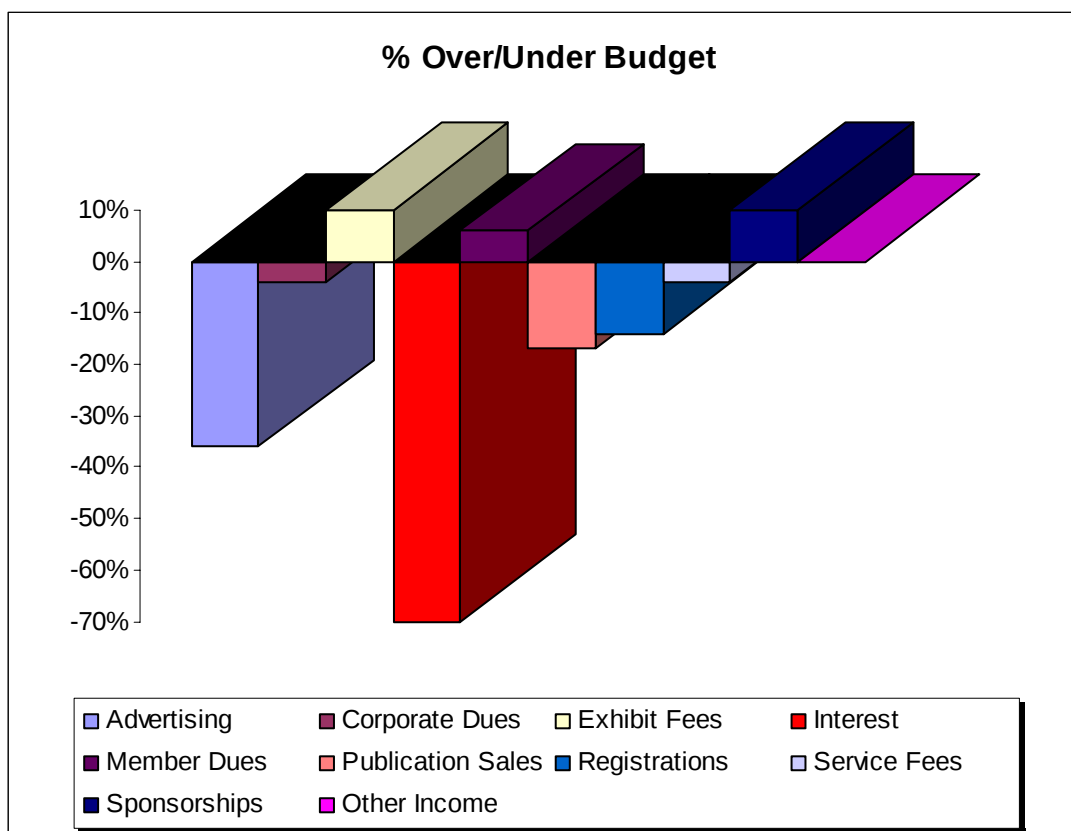
	April 2009	March 2009	Change
Cash	\$80,284	\$244,592	(\$164,308)
Investments	5,331,647	5,102,606	229,041
Accounts Receivable	264,158	306,247	(42,089)
Prepaid Expenses	162,521	534,202	(371,681)
Total Assets	6,119,387	6,467,037	(347,650)
Accounts Payable	406,342	235,398	170,944
Unearned Income	726,269	2,140,492	(1,414,223)
Total Liabilities	1,856,480	2,700,759	(844,279)
Net Assets	\$4,262,907	\$3,766,278	\$496,629

The change in cash balance reflects an increase in disbursements related to the 09 Annual meeting and an overall decline in receipts deemed normal for this time of the year. The investment portfolio showed signs of improvement during April resulting in a net positive change of \$229,041. The reduction in prepaid expense and unearned income balances was primarily a result of recognizing Annual Meeting related expenditures and revenue.

As a result of the cross over between the dues year (July through June) and the fiscal year (October through September), three months of 2008/2009 dues were recognized in FY 2007/2008 and the other nine months will be recognized in FY 2008/2009. 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. As of April 30, 2009, \$2,415,435 (or 104% of last year's total membership dues receipts) has been collected for membership dues and \$121,675 (or 83% of previous year's total corporate dues receipts) has been collected for corporate dues.

Statement of Activities

Revenue: Revenue generated for the seven months ended April, totaled \$5,260,110 or 96% of year-to-date budget (4% below budget expectations). Three revenue generating activities exceeded their year-to-date budget expectation, while others are either at or fell below expectations. The following chart summarizes the variances between actual and budget amounts:



Exceeding Expectations:

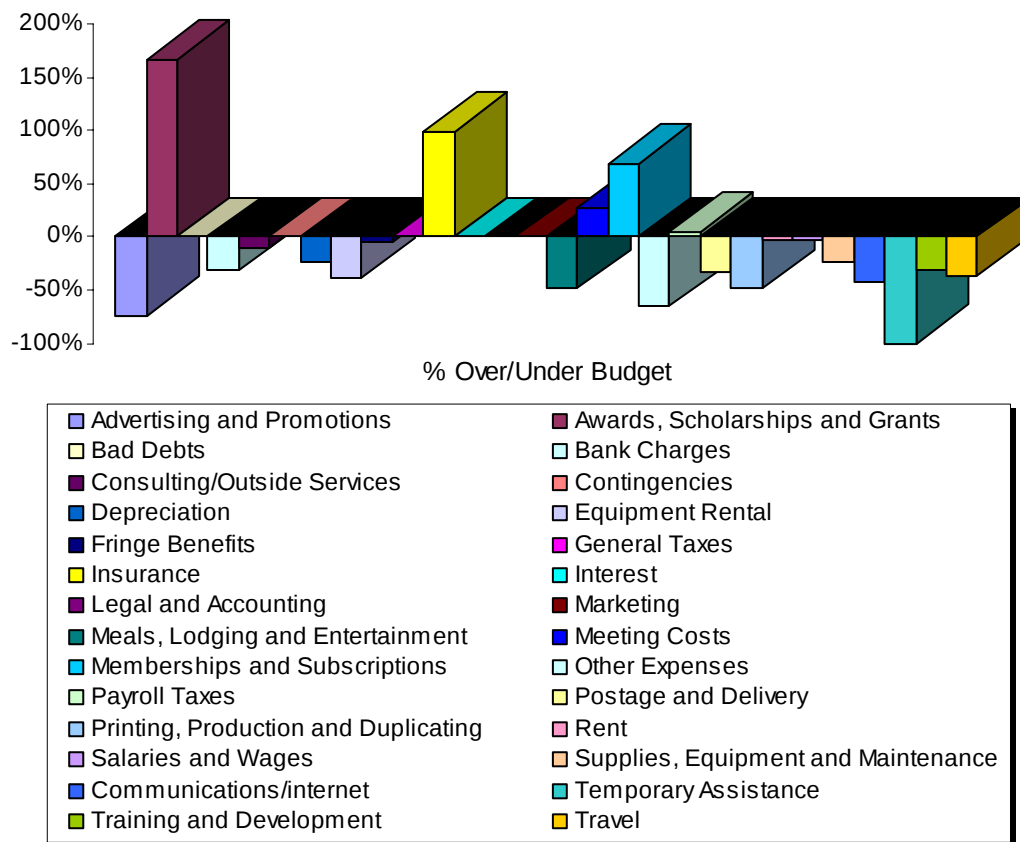
Member Dues: 6% | \$82,000

Exhibit Fees: 11% | \$56,000

Sponsorship: 33% | \$70,000

Exhibit fees and Sponsorship revenue are reporting better than expected results due to high performances of AACRAO's Annual, SEM and Transfer conferences. Membership Dues revenue continues to perform well and is expected to remain strong through the end of the fiscal year.

Expenses: Expenses for the seven months ended April, totaled \$4,755,777 or 93% of year-to-date budget (7% below budget expectations). Four expense line items exceeded their year-to-date budgets, while others remained at or below budget.



Exceeded Budget:

Awards: 167% | \$2,500

Insurance: 99% | \$16,000

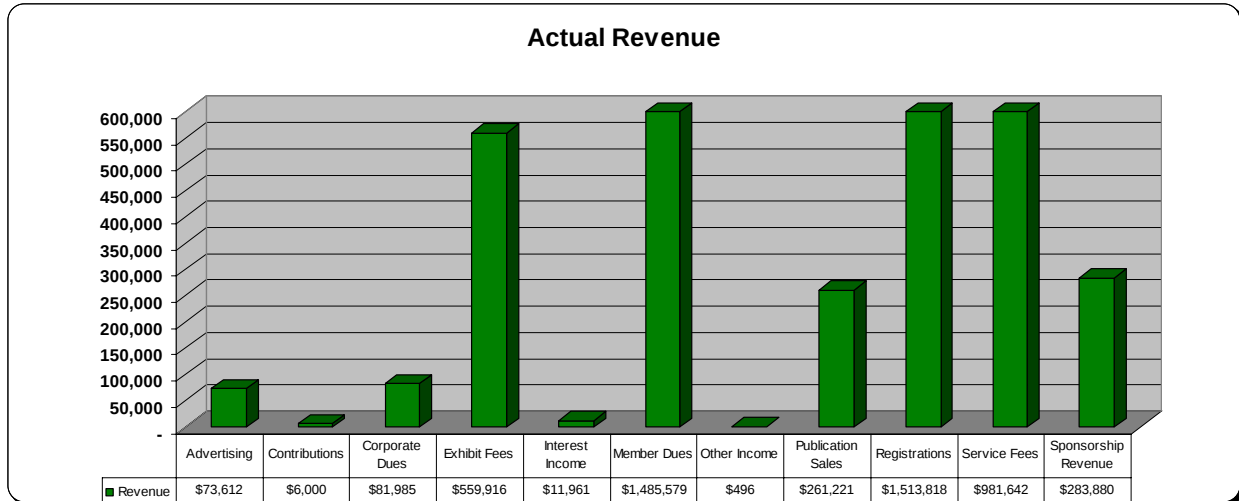
Meeting costs: 28% | \$265,000

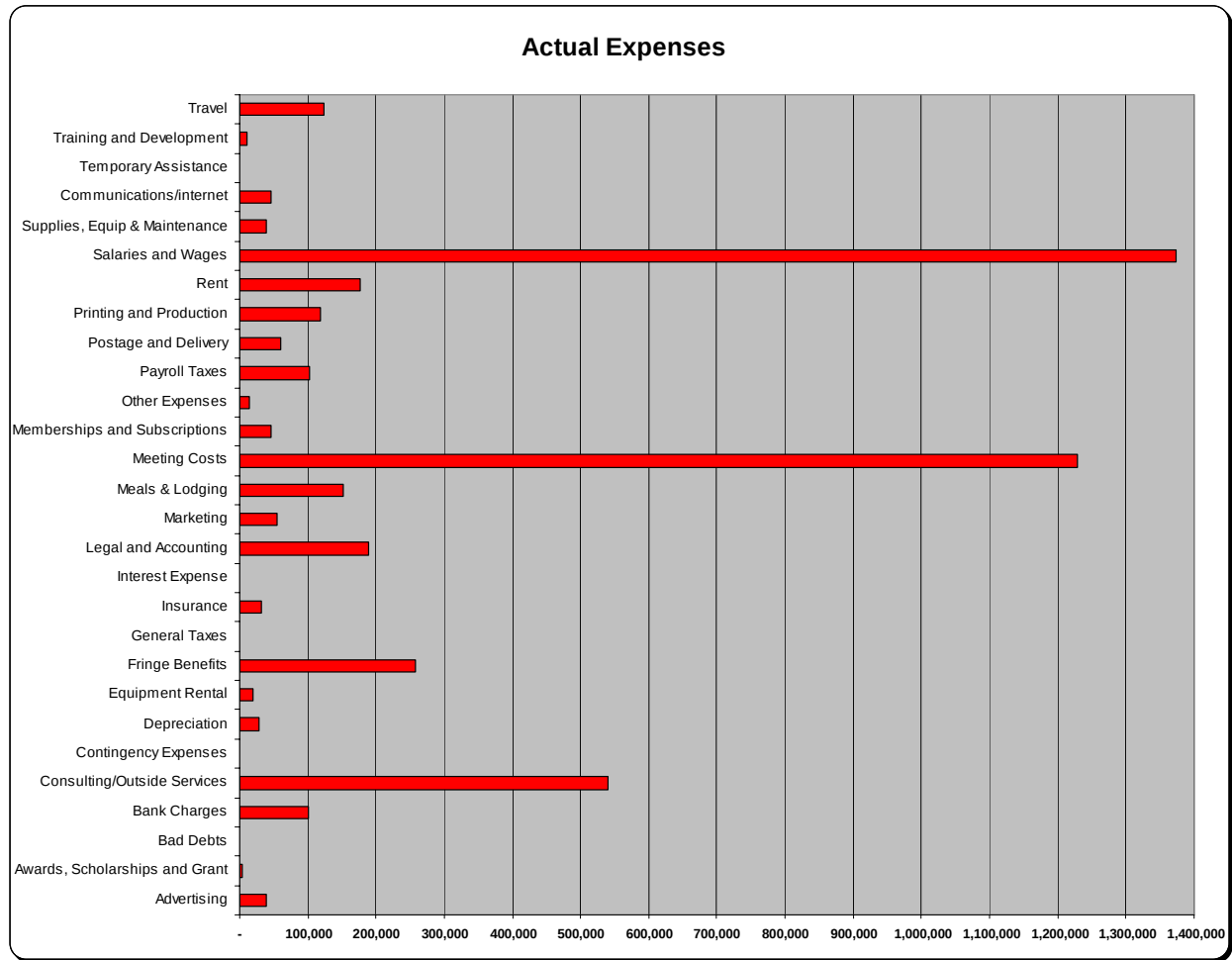
Memberships and Subscriptions: 69% | \$18,000

The excess in meeting costs is attributable to 2009 Annual Meeting hotel attrition estimate. Negotiations with the hotel are ongoing and impact is likely to be reduced based on the outcome.

The overrun in other expenditures is primarily a result of timing differences which are expected to be reconciled as the fiscal year continues.

AACRAO Revenue and Expense Analysis – Year-to-Date





AACRAO Performance Analysis by Department

Year-to-date	IT	GA	AM	MS	RD	MTS	PB	GR
Revenue	109,025	1,585,691	1,361,055	11,000	-	934,044	245,096	-
Expenses	220,849	770,883	1,265,583	151,508	71,369	660,284	135,961	75,121
Net Operating	(111,824)	814,808	95,472	(140,508)	(71,369)	273,760	109,135	(75,121)
	CM	BD	AC	PC	IES	VP	MK	TOTAL
Revenue	22,207	-	341,483	-	650,509	-	-	5,260,110
Expenses	250,623	213,861	310,079	1,052	604,001	24,603	-	4,755,777
Net Operating	(228,416)	(213,861)	31,404	(1,052)	46,508	(24,603)	-	504,333

Gifts/Bequests

-

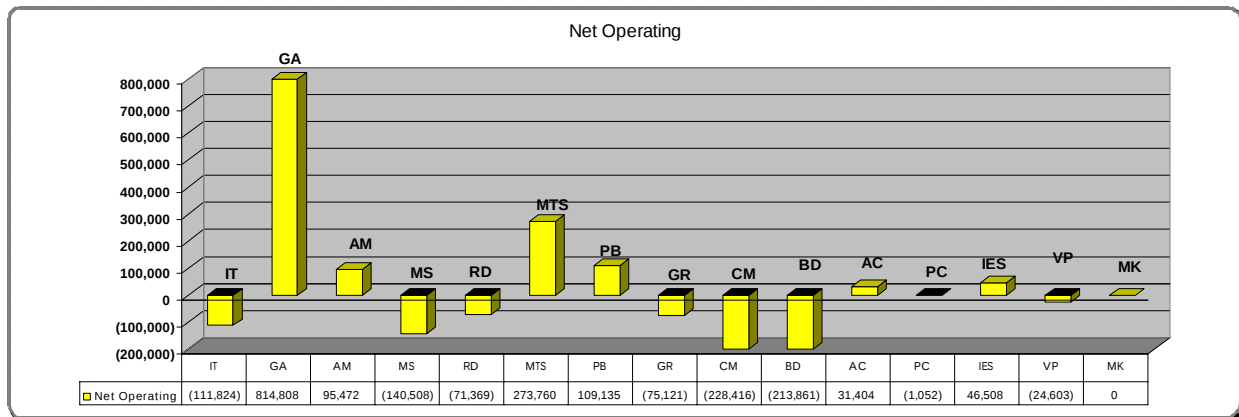
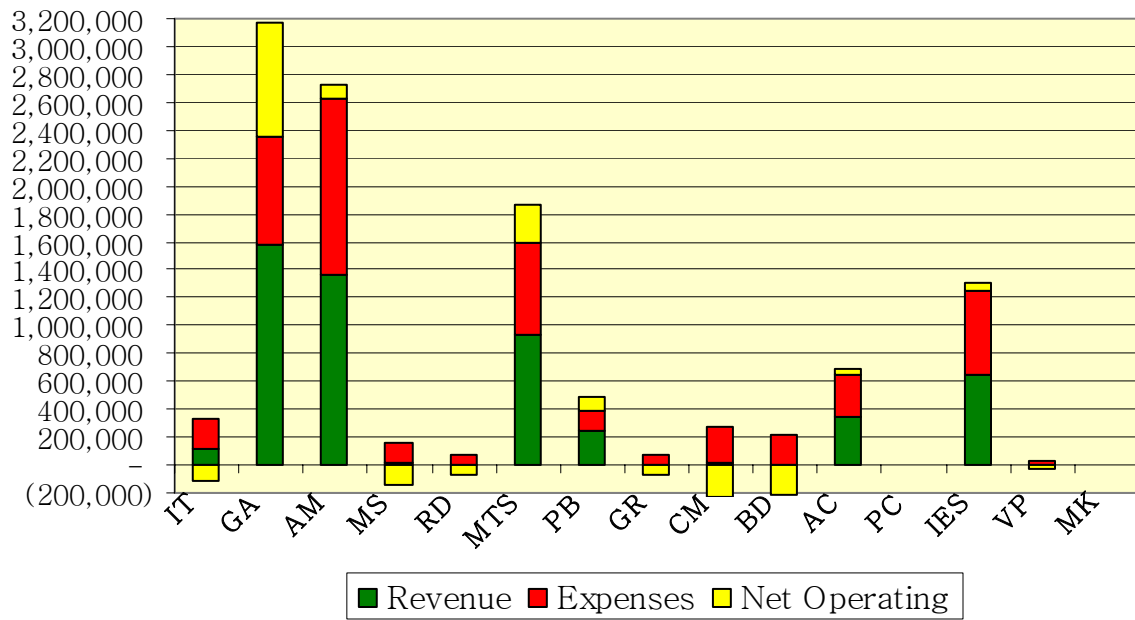
Investments

(602,099)

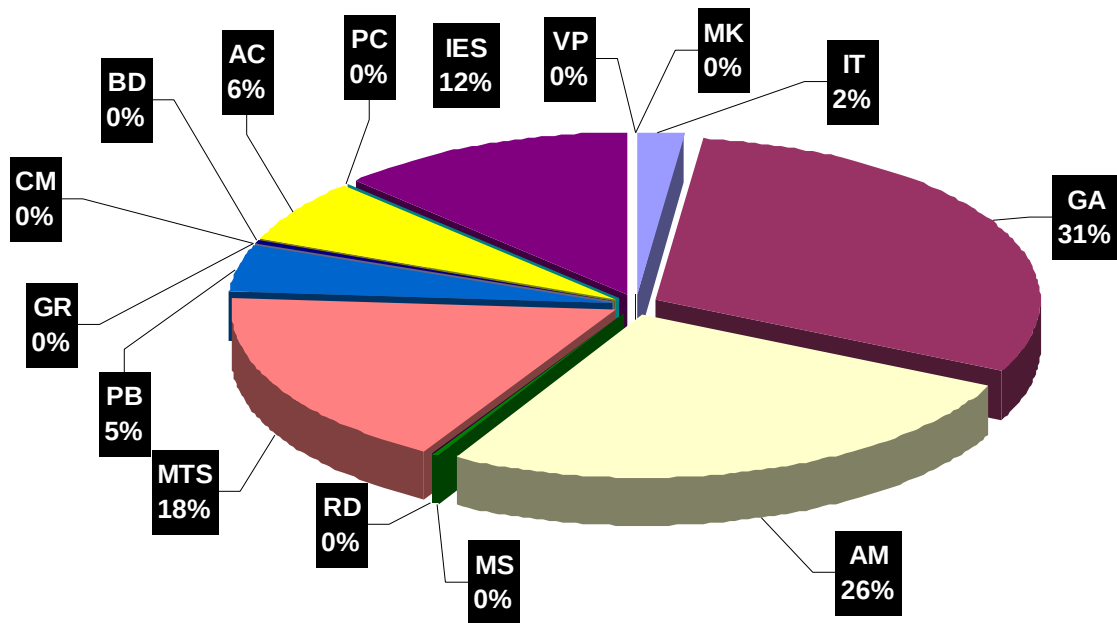
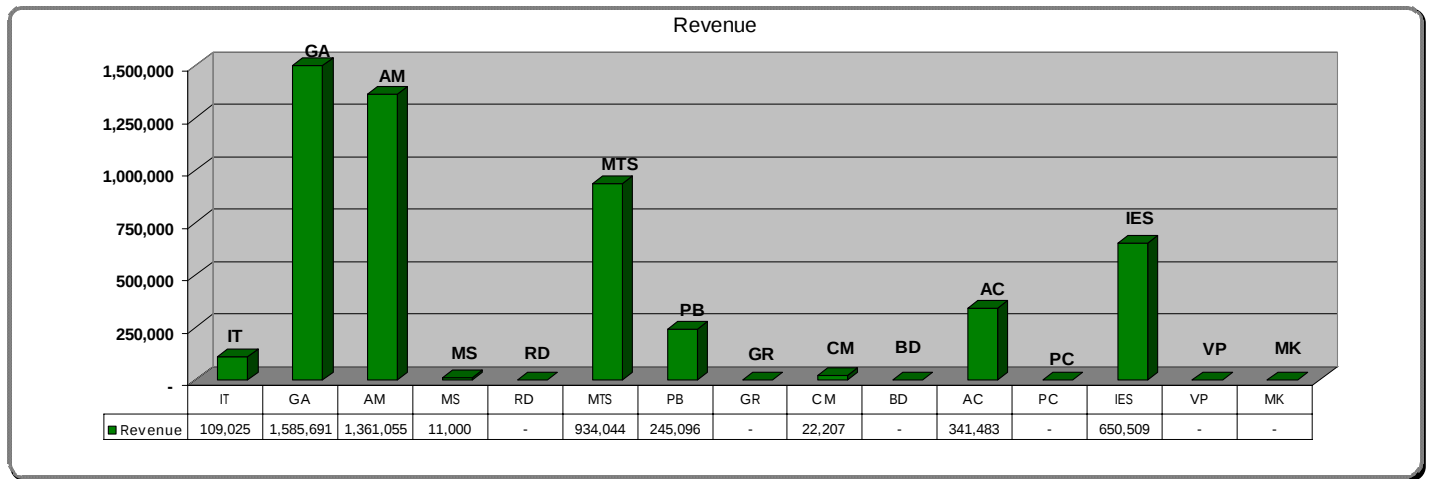
Net deficit

(97,766)

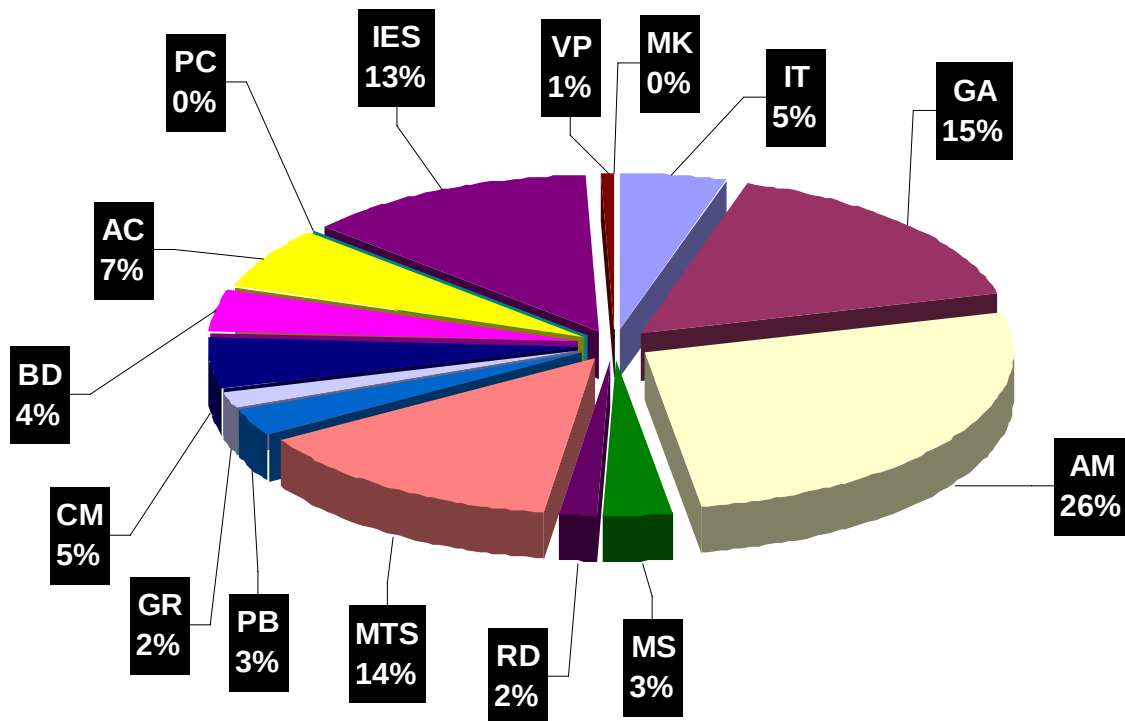
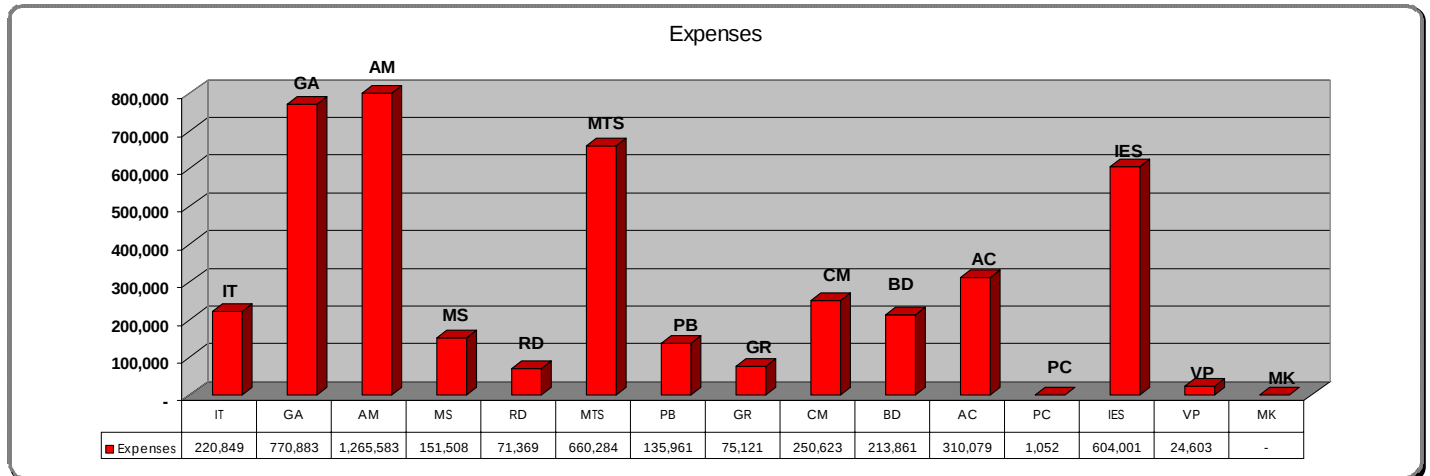
IT: Information Technology - **GA:** General and Administrative - **AM:** Annual Meeting - **MS:** Member Services - **RD:** Research - **MTS:** Meetings/Workshops - **PB:** Publications - **GR:** Government Relations - **CM:** Communications - **BD:** Governance - **AC:** AACRAO Consulting - **PC:**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



Revenue



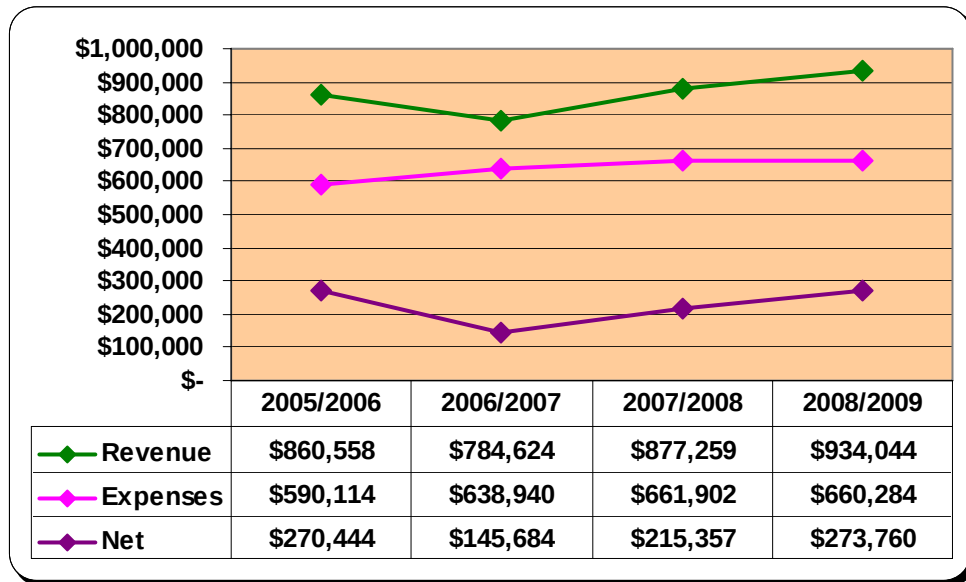
Expenses



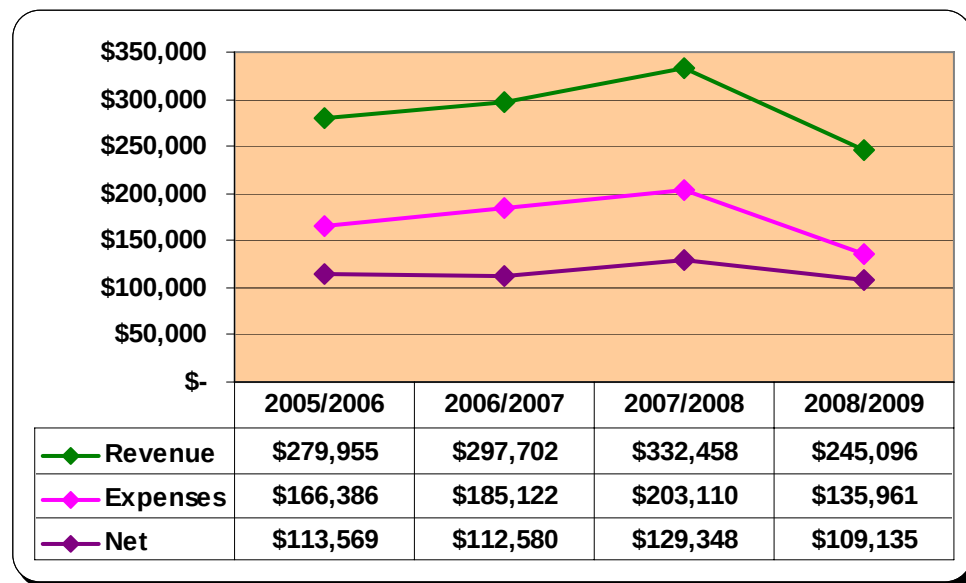
MTS

AACRAO Business Lines – Comparative Data

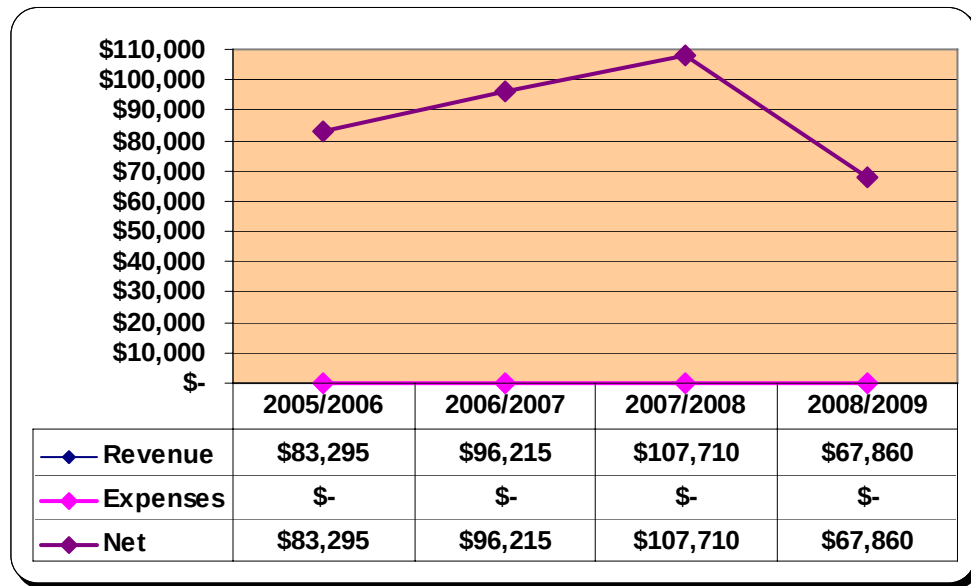
The following charts compare year-to-date department activities over the past four years:



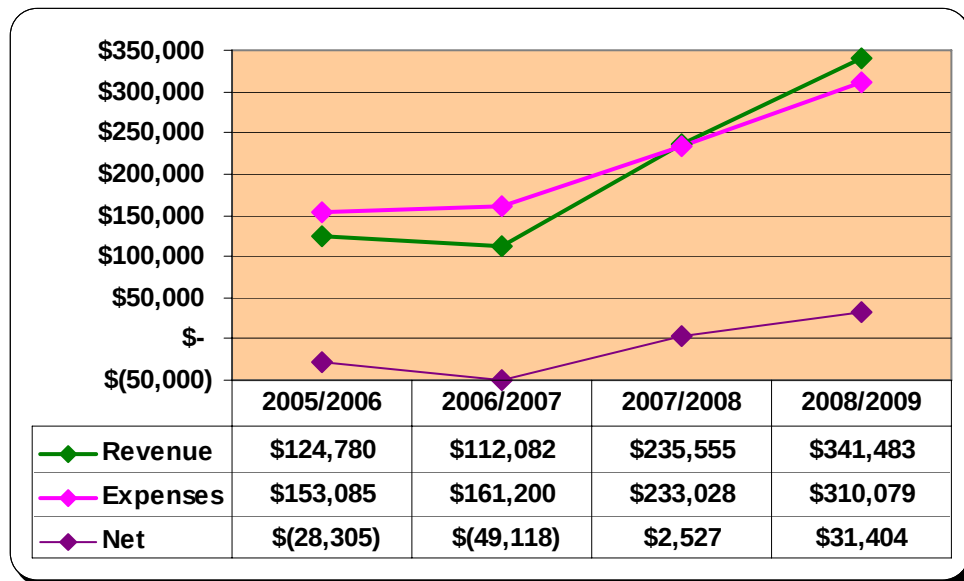
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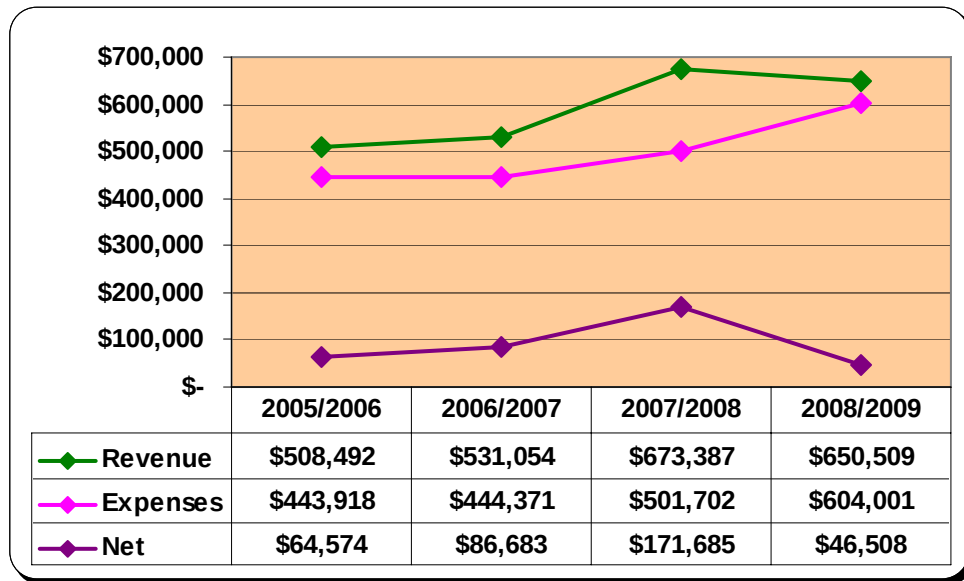
JOL



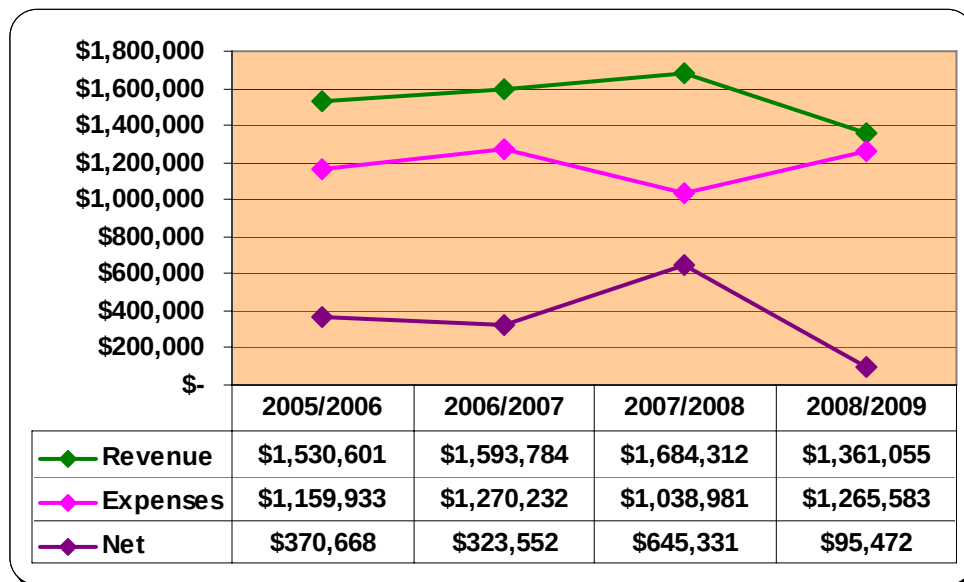
AC



IES

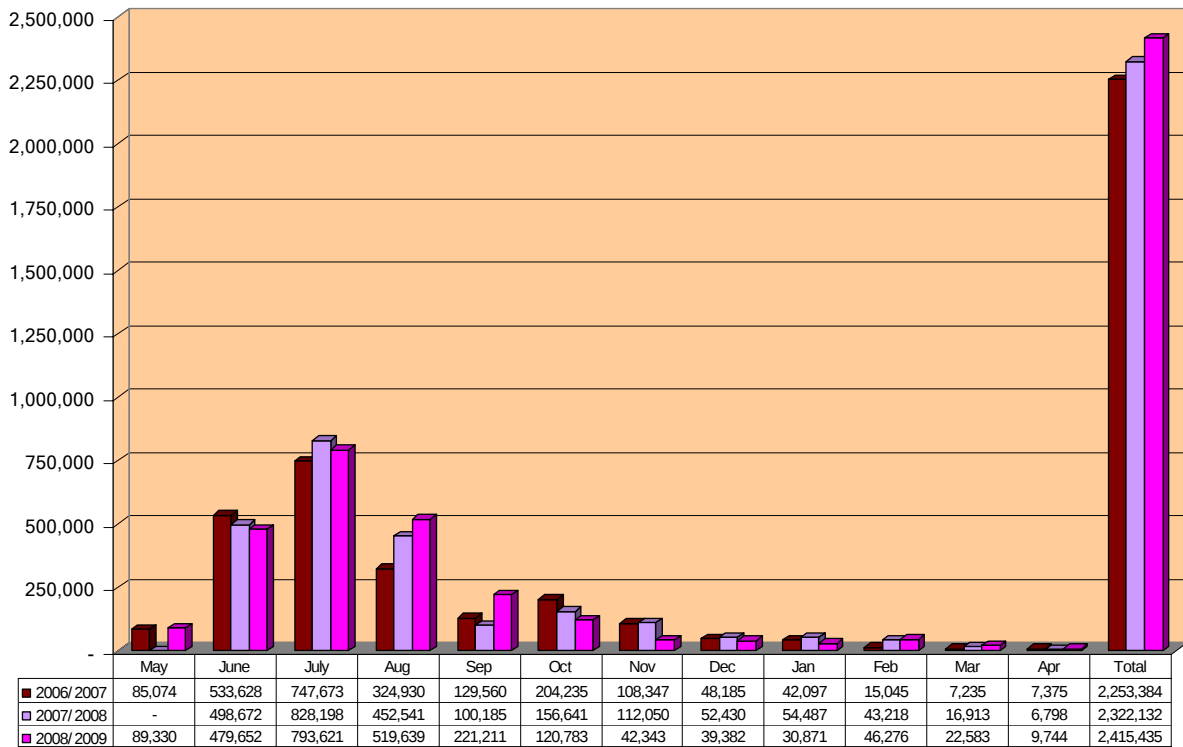


AM

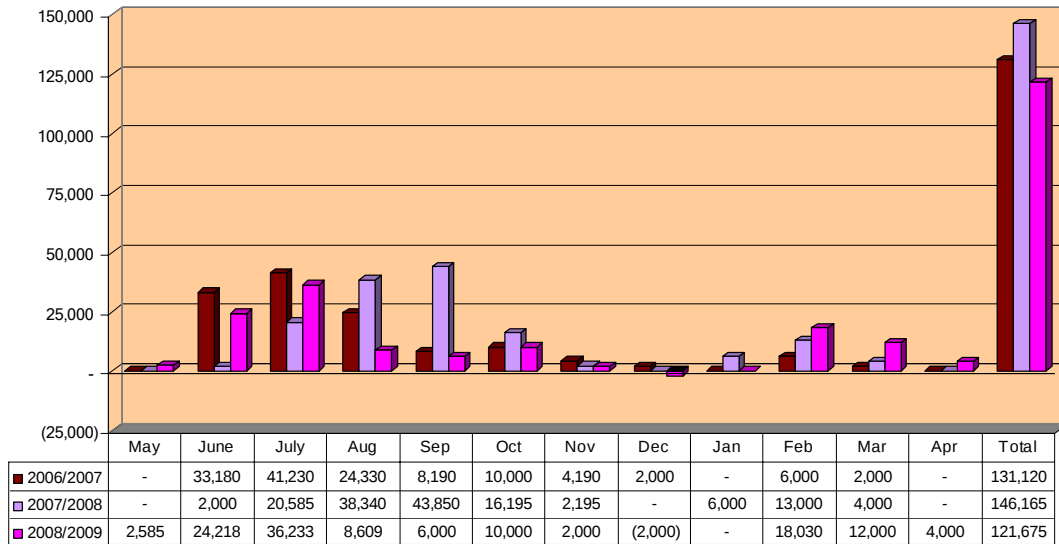


Appendix

Membership Dues: Cash Collections | Comparative Numbers



Corporate Dues: Cash Collections | Comparative Numbers



6015 GENERAL OPERATIONS

AACRAO staff completed a business plan review of AACRAO Consulting and has in development a similar review for IES.

AACRAO staff and McQuade Brennan are working on filing the 990.

The AACRAO staff reviewed the current health plan for applicability and acceptability. The staff remains pleased with the service. Usage costs for the HRA plan are less than what was budgeted for at this point in the fiscal year.

The AACRAO staff will compete current insurance providers beginning in July 09 for all classes of insurance now being provided

The AACRAO staff along with McQuade Brennan developed Phase I of an outreach program to garner revenue from non-traditional resources.

ANNUAL MEETING

6105 Current Annual Meeting

Registration

The official annual meeting attendance was 2208 which makes this the smallest meeting since 1997. See more registration information below in Annual Meeting Registration Statistics 1997-2009.

Attendees represented 38 countries in addition to all 50 states. Fifty-three registrants were from Canada and 85 were from other countries.

Participation by voting members has stabilized over the last few years. This year, 43% of attendees were voting members. Last year, 42% of attendees were voting members. In Boston, 44% of attendees were voting members. In San Diego, 58% of attendees were voting members and in New York, 66% of attendees were voting members but only 40% were in Las Vegas.

Method of Registrations

This year the number of web registrations increased to almost 56% from 49.5% in Orlando. Once again, more registrants registered by the web than by any other method (fax, mail, on site). On site registrations were slightly up from last year.

	2004 Las Vegas	2005 New York City	2006 San Diego	2007 Boston	2008 Orlando	2009 Chicago
Web	41%	43%	49%	53%	49.5%	56%
Fax	26%	24%	21%	19%	39%	37%
Mail	25%	24%	21%	18%	4.5%	>1%
On Site	8%	7%	8%	11%	6%	7%

Date of Registration

The number registering by the early bird deadline increased dramatically due to the financial incentive of a discounted rate, increasing by 14% over last year from 70% in Orlando.

	2004 Las Vegas	2005 New York City	2006 San Diego	2007 Boston	2008 Orlando	2009 Chicago
Earlybird	71%	70%	70%	67%	70%	84%
Regular	29%	30%	30%	33%	24%	9%
On Site	N/A	N/A	N/A	N/A	6%	7%

Method of Payment

Credit card payments increased by 3% to 80% of total revenue. This correlates with the increase in web registrations which require credit card payment.

	2004 Las Vegas	2005 New York City	2006 San Diego	2007 Boston	2008 Orlando	2009 Chicago
Checks	36% of total revenue	37% of total revenue	30% of total revenue	25% of total revenue	23% of total revenue	20% of total revenue
Credit cards	64% of total revenue	63% of total revenue	70% of total revenue	75% of total revenue	77% of total revenue	80% of total revenue

AACRAO Annual Meeting Registration Statistics for 1997-2009

	Salt Lake City 1997	Chicago 1998	Charlotte 1999	New Orleans 2000	Seattle 2001	Minneapolis 2002	Washington 2003	Las Vegas 2004	New York City 2005	San Diego 2006	Boston 2007	Orlando 2008	Chicago 2009	
													Actual	Budget
Member		1954	1550	2031	1927	1712	1465	2095	2066	2026	1923	2036	1385	2025
Nonmember	84	78	70	99	163	106	91	187	189	163	103	139	50	150
Nonmember Corporate	-	-	-	-	-	-	-	-	-	-	15	13	2	-
Minority first- time attendee	54	137	85	80	53	69	77	220	235	186	155	133	78	200
Student	6	10	6	99							-	-	-	-
Complimentary	137	64	68	81	52	45	58	76	60	50	48	40	113	-
Presenter only/ One Day	20	183	0	0	61	30	39	33	31	17	57		11	
Presenter full meeting comp									20	29	17			
high school	17	18	9	22	43	18	5	NA	NA	NA	-	-	NA	
one day – member	17	75	21	9	31	60	58	41	96	49	96	68	107	35
one day – nonmember	3	5	13	3	12	10	18	14	33	12	44	21	29	-
Exhibitor (complimentary)	189	231	363	357	500	350	400	451	469	587	484	435	171	
Exhibitor (paying meeting registration)	0	20	15	13				15	23	13	38	5	10	
Exhibitor (hall only)											49	27	247	
Workshop only	0	3	0	11	8	5	14	2	8	13	9	0	4	
Other				8		29	47	38	49	49	50	49		
Total	2243	2778	2200	2740	2885	2437	2272	3172	3279	3194	3030	2966	2208	
Guests	64	93	69	150	79	38	83	88	89	71	47	46		90
Guests (comp)					3	3	6	10	12	9	7	8	25	
TOTAL	2307	2871	2269	2890	2967	2478	2361	3270	3380	3274	3142	3020	2233	
Exhibiting companies	86	106	102	96			97	101	98	114	117	108	105	
Booth spaces	?	131	139	109	149	146	143	152	149	171	184	176	170	156
Est. Economic Impact on City			\$3,914,054	\$4,343,669	\$4,704,392	\$4,226,861	\$3,757,895	\$4,903,575	\$5,257,302	\$5,514,363	\$5,333,738	\$5,432,814		

2010 New Orleans

The dates for the 2010 Annual Meeting are Wednesday, April 21 – Saturday, April 24. We have secured space for a Gala Event at the Ernest N. Morial Convention Center and booked Rockin' Dopsie, Jr. & The Zydeco Twisters for entertainment. Dates for the Board of Directors' meeting and the summer planning meeting for the 2010 Annual Meeting have been set for June 15-18.

The Hilton New Orleans Riverside hotel is the headquarters hotel. Additional blocks of rooms are being held at the Doubletree Hotel New Orleans, and Embassy Suites New Orleans. We are working to reduce the overall hotel commitment. The call for proposals opened in February as was discussed at the 2008 Leadership Meeting in Washington, DC. The theme for the 2010 Annual Meeting has been selected. It is "Leading the Profession into the Next Century."

The economic downturn impacted Annual Meeting registrations and hotel reservations for 2009 and we know that this will not be a quick recovery. To respond to this reality, we have already canceled one hotel contract (Westin) and we have contracted to hold the 2011 Transfer Conference at the New Orleans Marriot at the Convention Center to cancel that hotel block for the Annual Meeting. The Centennial celebration has been significantly modified and we are keeping the event in the convention center rather than an off-site venue. AACRAO recently concluded its 95th Annual Meeting in Chicago.

The Annual Meeting continues to be one of the most comprehensive and informative professional development offerings available to the higher education community. This year's event attracted approximately 2,200 professionals from all sectors of the higher education community. AACRAO's Executive Director mandated serious cuts in expenses and right sizing of the Annual Meeting to preserve profitability. AACRAO marketing fine tuned its marketing messages to be sensitive to cut-backs on college campuses due to the difficult economic environment. Our marketing message emphasized the Annual Meeting as a tool for achieving overarching institutional goals, as well as enhancing professional development. AACRAO marketing featured Annual Meeting banner advertisements within the *Greentree Gazette*, *Inside Higher Ed* and the *Chronicle of Higher Education*. We received a great deal of support from our media partners who provided additional free exposure as opportunities became available. AACRAO marketing also worked with AACRAO IT and Runner Technologies to compile the post conference evaluation. AACRAO marketing is already promoting next year's commemorative Annual Meeting during April 21-24, 2010 in New Orleans, where AACRAO will be "Leading the Profession into the Next Century".

AACRAO Centennial Celebration Planning

AACRAO headquarters is carrying out the tasks assigned by the Centennial Committee with ongoing consultation from Stan Henderson, AACRAO's Centennial Chair. AACRAO Marketing is currently working with Leading Authorities on the video montage that will be presented at the 2010 Annual Meeting and conducting conference calls to ensure that the project remains on track. AACRAO marketing is compiling a script of historical events related to the association and higher ed for incorporation into the final product. We are soliciting input from State and Regional Leaders on historic events to include on the AACRAO Centennial website. We are continuously gathering photos, past videos and archival documents for Leading Authorities to include in the final montage. We also plan to invite past presidents of AACRAO to participate in the 2010 Annual Meeting. Other marketing activities for the centennial involve the gala event, production of the centennial book, launching of the centennial website, and distribution of Centennial pins to all AACRAO members. Prior to the 2009 Annual Meeting, the marketing department secured larger sponsorships for the Centennial from CollegeSource, The National

Student Clearinghouse and Datatel Communications. AACRAO marketing is continuing to pitch additional corporate sponsorships to underwrite the Centennial event.

2011 Seattle

The 97th AACRAO Annual Meeting will be held in Seattle, Washington. The dates are Sunday, March 13 – Wednesday, March 16, 2011. Easter is April 24 and Passover is April 18-26 and will not impact this program. The meeting will be held at the Washington State Convention & Trade Center with the newly renovated Sheraton Seattle Hotel serving as the headquarters' hotel. Hotel contracts for overflow rooms have been made with the Grand Hyatt Seattle Hotel, Hyatt Olive 8 Hotel, the Red Lion Hotel on Fifth Avenue, and the Hilton Seattle Hotel. All of these overflow hotels have language that allows us to cancel up to one year in advance without any penalty.

As a way to eliminate the penalty for canceling this annual meeting with the Grand Sierra Resort and Hotel, we have agreed to hold the 2011 AACRAO Technology Conference in Reno. Please see the section of this report on the 2011 Technology Conference for additional information.

2012 Philadelphia

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

2013 San Francisco

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

6120 Exhibits

2009 Chicago

For the Chicago exhibit hall, we had experienced an influx of cancellations due to the economic downturn and had resized the hall accordingly. However, as we got closer to the meeting, we noticed that many new companies signed on and that we then filled the resized hall to capacity. In the end, there were 95 companies taking up a total of 155 booths. For comparison, at the 2008 Annual Meeting, we had 108 companies in 176 booths. This represents a 12% decrease in exhibitor participation in 2009.

As of the 2010 Annual Meeting, AACRAO is bringing the exhibit sales function back in-house to the Marketing Department.

We offered on-site booth renewal for the 2010 Annual Meeting while we were in Chicago. We had 47 companies renew onsite. They reserved 48 booth spaces (this number includes 10'x20' and 20'x20' booth spaces, which are counted as one booth number.) That represents 52% of booth space sold for 2010.

The following companies are participating as sponsors at the 2010 Annual Meeting:

- Datatel – Totebags
- ImageNow – Badge Holders
- National Student Clearinghouse – Opening Keynote Speaker

- CollegeSource – Centennial Celebration

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

[AACRAO Consulting](#)
[AACRAO International Education Services](#)
[ACT, Inc.](#)
[Ad Astra Information Systems](#)
[Avow Systems](#)
[BookWear®](#)
[Campus Management Corporation](#)
[Capella University](#)
[CELCAT/Corbett Engineering Limited](#)
[CIBER, Inc](#)
[CollegeNET, Inc.](#)
[CollegeSource](#)
[Credentials Solutions](#)
[Data Tech Services](#)
[Datatel](#)
[Digital Architecture](#)
[Docufide, Inc.](#)
[Education Systems EMAS Pro](#)
[Educational Credential Evaluators, Inc.](#)
[EMPOWER/ComSpec International, Inc.](#)
[Experian QAS](#)
[Herff Jones, Inc.](#)
[Hyland Software, Inc.](#)
[IELTS International](#)
[ImageNow by Perceptive Software, Inc.](#)
[Infosilem Inc.](#)
[International Baccalaureate Organization](#)
[International Education Research Foundation, Inc. \(IERF\)](#)
[Jolesch Photography](#)
[Jonesville Paper Tube Corporation](#)
[Jostens](#)
[Leepfrog Technologies](#)
[National Student Clearinghouse](#)
[PEARSON](#)
[Paradigm, Inc.](#)
[Peterson's, a Nelnet Company](#)
[Phi Theta Kappa International Honor Society](#)
[Runner Technologies, Inc.](#)
[SCRIP-SAFE, International](#)
[SNTial Technologies, Inc.](#)
[STEP EIKEN](#)
[SunGard Higher Education](#)
[Three Rivers Systems, Inc.](#)
[University of Cambridge International Examinations](#)
[University of Maryland – University College](#)
[World Education Services, Inc.](#)
[Xap Corporation](#)

The corporate opportunities brochure is currently in production and will be distributed to all corporate participants electronically.

MEMBER SERVICES

6205 MEMBER MAINTENANCE

Membership 2008-2009

The 2008-2009 membership year ends on June 30, 2009 with continued growth trend in revenue and member institutions for a **ninth year** in a row.

For the 2009-2010 membership year, we anticipate a revenue loss of 10% due to the economic downturn and due to the change in dues calculations from [Full-Time Enrollment + ½ Part-Time Enrollment] to [Full-Time Enrollment + 1/3 Part-Time Enrollment]. There will also be no dues increase for the upcoming year, in consideration of the current economic climate and institutional budgets.

Annual Comparison – Dues

The table below contains an annual comparison of dues collected.

	Membership Dues
2008-2009	\$2,415,435
2007-2008	\$2,322,132
2006-2007	\$2,253,434
2005-2006	\$2,096,724
2004-2005	\$1,992,754
2003-2004	\$1,831,564
2002-2003	\$1,755,854
2001-2002	\$1,723,996
2000-2001	\$1,701,951
1999-2000	\$1,553,379

Annual Comparison - Institutional Membership Renewal Numbers

Institutional Members

	Renew	New	Dropped/ Unpaid	Total
2008-2009	2,537 (96%)	**151 (6%)	114 (4%)	2,688
2007-2008	2,506 (96%)	**145 (6%)	99 (4%)	2,651
2006-2007	2,461 (97%)	**144 (6%)	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

In 2008-2009, 55 institutions cancelled membership.

Unpaid Members 2008-2009

In 2008-2009, 59 institutions did not pay their dues.

Membership Renewal 2009-2010

The renewal process started this year with the adjustment of the enrollment for each institution according to IPEDS data. Invoices were sent to all primary contacts (May 19, 2009) 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. In 2008-2009, as the FTE dues calculation was further reduced from two-thirds of part-time students to one half of part-time students, we had a loss of \$18,067 (1%) in membership dues.

This year (2009-2010), as the FTE dues calculation is further reduced from one-half of part-time students to one-third of part-time students, we saw 190 instances of size code decreases. The maximum revenue loss for the drop of 190 size codes is \$38,570 i.e. $\$203 \times 190 = \$38,570$.

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	358	44	\$24,821
2007-2008	352	49	\$29,152
2006-2007	368	35	\$18,750
2005-2006	262	28	\$14,230
2004-2005	296	45	\$24,316

Collections Schedule for 2008-2009

June '08: First email sent to primary contacts of Institutional, Affiliate, Organizational, Corporate and Individual members in HTML format.

June – July '08: “Dues Drop for Many AACRAO Member Institutions” and “It’s Time to Renew” sent to active members via *MemberLink*. Articles posted to Association News and Transcript sections of the Web site.

July '08: Second email sent to all primary contacts in HTML format.

Recruitment Campaign to Past Members – Contact information and Primary Contact for all past members checked and corrected; Invoices sent by mail to past Institutional and Affiliate members.

August '08: First round of phone calls to Organizational and Individual members

September '08: First email sent to all roster members at unpaid institutions.

September '08: First round of phone calls to Affiliate members.

Recruitment Campaign to Past Members – Second mailing sent and phone calls placed to all contacts at past Institutional and Affiliate members.

Through March: Work with Experient on unpaid institutions registering for SEM and the Annual Meeting.

October '08: First round of phone calls to Institutional members.

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

November '08: Second round of phone calls to all unpaid members.

December '08: Third round of phone calls to all unpaid members.
Second email sent to all roster members at unpaid institutions.

January '09: Continue to call unpaid members.

January '09: Email to all unpaid roster members about renewing and receiving the Early Bird discount and member discount at the Annual Meeting.

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

February '09: Paper invoices sent to all primary contacts at unpaid institutions.

February '09: Final email to all unpaid roster members about renewing and receiving the member discount at the Annual Meeting.

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

March '09: Copy of *College & University* sent to all unpaid members with note on the front cover – “Don’t Let This Be Your Last Issue of C&U.”

AACRAO Demographic Information 2009

A message was sent to all AACRAO members on May 27, 2009 with a link to members’ demographic information at www.aacrao.org/about/demographics/ and with a link for members to update their information online, including personalizing their User ID and password.

Call for Award Nominations

As in years past, SunGard Higher Education sponsored the APEX award and Jostens sponsored all other plaques and certificates. The award recipients were recognized at the Opening General Session at the Annual Meeting in Chicago on April 13, 2009. They were also recognized in the Annual Meeting booklet and their biographies and photographs were added to the AACRAO Awards page: http://www.aacrao.org/pro_development/awards.cfm.

- APEX (Achieving Professional Excellence in Education Administration) Award
 - Mary Koskan
- Award for Excellence in International Education
 - John Yopp
- Honorary Membership
 - Jeanenne Rothenberger
- Distinguished Service Awards
 - Richard Skeel
 - Kathleen Jones
 - Heather Smith
- Elbert W. Ockerman State and Regional Professional Activity Award
 - Kentucky ACRAO
 - Ohio ACRAO
- Founders Award for Leadership
 - Dennis Dulniak
- Thomas A. Bilger Citation for Service
 - Kathi Baucom

AACRAO Committees

AACRAO Staff has been working with Board President Munson on establishing a Timeline for Actions and Communications to AACRAO Professional Activity Committee (PAC) Chairs and Members Regarding the Annual Meeting. This timeline outlines the responsibilities for both the Board of Directors and the Office in corresponding with committee chairs and members and with one another, and it is hoped that this will streamline the committee process throughout the year.

1.) AACRAO Membership	YR END 00-01	YR END 01-02	YR END 02-03	YR END 03-04	YR END 04-05	YR END 05-06	YR END 06-07	YR END 07-08
Institutional Members								
Paid Institutions	2275	2274	2262	2316	2395	*2424	2504	2537
Paid Institutional Individuals	8733	9136	9175	9671	9846	10004	10610	10814
Unpaid Institutions	66	127	102	67	57	125	57	62
Affiliated Institutions								
Paid Affiliated Institutions	50	58	85	107	129	*103	117	130
Paid Affiliated Individuals	67	118	197	276	270	209	247	252
Unpaid Affiliated Institutions	0	5	9	13	13	19	24	15
Individual Members								
Paid International	14	15	15	17	22	26	29	29
Paid High School	18	14	12	8	17	13	13	13
Paid Retired	9	12	9	12	9	8	8	9
Paid Student	4	5	2	4	3	2	4	1
Honorary Members	82	84	81	82	86	90	89	88
Corporate Partners								
Paid Corporate	83	89	73	77	76	65	59	66
Paid Corporate Individuals	131	129	110	124	116	118	110	121
Unpaid Corporate	3	15	35	11	17	18	14	10
Organizational Partners								
Paid Organizations	14	20	18	25	29	32	30	31
Paid Organizational Individuals	19	22	19	38	39	46	**61	**67
Unpaid Organizations	0	2	4	1	2	3	3	8
Unpaid Organizational Individuals	0	2	4	1	3	3	3	8
Active Members								
Active Voting Individuals	8733	9136	9175	9671	9846	10,004	10,610	10,814
Active Nonvoting Individuals	344	399	445	561	562	512	561	580
Total Number of Active Members	9077	9535	9620	10,232	10,408	10,516	11,171	11,394
Active Organizations								

Active Voting Institutions	2275	2274	2262	2316	2395	2424	2504	2537
Active Nonvoting Institutions/Corp/Organizations	147	167	176	209	234	200	206	227
Total Active Organizational Membership	2422	2441	2438	2525	2629	2624	2710	2764
2.) Dues								
AACRAO Paid Dues	\$ 1,701,951.00	\$1,723,996.41	\$1,755,854	\$1,831,564.74	\$1,992,754	\$2,096,724	\$2,253,434	\$2,322,132
Corporate Paid Dues	\$ 104,537.50	\$108,125.00	\$143,150	\$145,300.00	\$129,850	\$142,003	\$131,120	\$146,165
Year-to-Date								
% of Institutional Membership Paid	97%	95%	96%	97%	97%	95%	97%	96%
% of Budget Met – Institutional	100%	(Increase 1%) 100%	(Increase 1%) 100%	(Increase 5%) 100%	(Increase 12%) 100%		(Increase 7%) 100%	100%
Prior Year-to-Date								
% of Membership Paid Prior YTD	94%	97%	95%	96%	97%	97%	95%	97%
4.) Analysis – Corporate								
% of Corporate Renewals	97%	80%		(12% - not paid) 88%	(24% - not paid) 76%	(\$40,000 – 30% - not paid) 70%	(20% - not paid) 80%	(\$20,975 – 16% - not paid) 84%
% of Budget Met – Corporate	108%		132%	(Increase 2%) 102%	(Decrease 10%) 90%	(Increase 4%) 104%	(Decrease 8%) 92%	(Budget = \$172,636) 85%
% of Corporate Paid Prior YTD	100%	97%	80%		88%	76%	70%	80%
*42 Affiliate Members became Institutional Members								
** Includes 12 Reciprocal Individuals								

Year-End Comparison: 2000-2008

The above table compares the membership renewal totals for the last eight years. Of note, institutional and individual memberships have continually increased.

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 February to April 2009 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 inquiries per month.

Of the 35 potential members from February to April 2009, 11 have joined, resulting in additional membership revenue of \$3,248.

1. Michael Murray, Registrar, The Ohio State University, College of Dentistry
2. Colleen Seckman, Belmont Technical College
3. Soo Siew Ming, Camford Business School, Camford University
4. Debbie Arseneau, Associate Registrar, Cal Poly State University
5. Jennifer Williams, University Registrar, University of Maryland University College Europe
6. Jason Johns, Walden University - Admissions Department
7. Veronica Villa, University of Southern California School of Graduate Studies
8. Jonas, Presidio School of Management
9. Linda Pruitt, Rollins College - Office of Admissions
10. Melinda Dugan, Westminster Theological Seminary
11. Lori McNamara, Graduate Admissions Coordinator, Baylor University
12. Laura Keller, Cuyamaca College
13. Marc Booker, Director of International Admission, University of Phoenix
14. Louise Blazquez, College of DuPage
15. Cathy Hakes, Director of Accreditation and Certification Activities, Georgia Gwinnet College
16. Daniel Matos, The American University of Antigua College of Medicine
17. Swahily Gonzalez, Universidad Iberoamericana
18. Martha Barnett, Marshall Community and Technical College
19. Tracy Evans, Director of Admissions, New River Community College
20. Adrienne Cook, University of Florida College of Engineering
21. Larry Rector, Student Accounts Manager, Johnson Bible College
22. Andrea Kailer, Programs Coordinator, University of Manitoba
23. Sylvia Carillo, Executive Assistant to the Provost and C.E.O., Galen University
24. Andrea Armstrong, Counselor/Articulation Officer, Copper Mountain College
25. Yvonne Oberhollenzer, Manager - Policy and Research, Australia Education International
26. Sharon Schmitt, Head Records Clerk, Rutgers University - Camden
27. Terrence Brown, Deputy Registrar, CUNY Hostos Community College
28. Christina Miller, Director of Financial Aid/Human Resources, InterAmerican College
29. Scott Harvey, Tri-County Technical College
30. Czarina Brusas, Assistant Registrar, Kingsborough Community College
31. Rafael Barraza, Provost, Escuela Superior de Economia y Negocios
32. Barbara Hicks, Registrar, The Art Institute of Phoenix
33. Dr. Sonya Melton, Associate VP of Enrollment Management, Allen University

34. Sharmaine Williams, Director of Graduate Admissions, Southern University Graduate School
35. Josh Fry, Associate Registrar, Colorado Technical University Institute for Advanced Studies

95th Annual Meeting, April 13-16, 2009

Membership information was sent to the non-member attendees of the 2009 Annual Meeting:

Barbados Community College
British Columbia College of Teachers
Bryant and Stratton College – Milwaukee
Fresno City College
Heartland Community College
Illinois Valley Community College
J.F. Drake State Technical College
Jackson Community College
Kalamazoo Valley Community College
Lakeside School of Massage Therapy
Midland College
National University of Singapore
Norwegian University of Science and Technology
Paradise Valley Community College
Pontificia Universidad Catolica de Chile
Pontificia Universidad Javeriana
Rock Valley College
Saint Augustines College (North Carolina)
Thames Valley University
The Art Institute of York
Trent University
University Center of Luke County
Universidad Iberoamericana
University of Adelaide
University of Ghana
University of the West Indies
Virginia Community College System
Westwood College

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.

As a result of this campaign, five institutions joined:

1. Bowling Green Technical College
2. Central Maine Community College
3. College of the Marshall Islands
4. Irvine Valley College
5. The Ohio State University Agricultural Technical Institute

18th Annual Strategic Enrollment Management Conference, November 16-18, 2008

Membership information was sent to the non-member attendees of the 2008 SEM Conference:

Assiniboine Community College
Bellevue Community College
Capital Community College
College of the Redwoods
Keyano College
Kuwait University
Ocean County College
Red River College
UC Raymond Walters College
Vancouver Island University
Victoria University
Wheeling Jesuit University

RESEARCH

6220 RESEARCH

The following surveys have been implemented since the Board report in November:

- College credit for college-level courses in high school, noncredit courses, and testing
- Issues in implementing the Montgomery GI Bill at higher education institutions
- Admission and verification of undocumented students in U.S. higher education

Since the Board report in March, a report was prepared on the survey, “Admission and verification of undocumented students in U.S. higher education.”” It received public notice in several national newspapers and journals.

Survey results are being analyzed and reports prepared for the following recently-completed surveys:

- College credit for college-level courses in high school, noncredit courses, and testing out
- Issues in implementing the Montgomery GI Bill at higher education institutions

In addition, further analysis is being done on the academic progression and institutional policies survey

Surveys scheduled for the upcoming quarter are:

- Registrars’ Transcript Practices, a repeat and update of the previous data collection effort done for the publication of “The Academic Record and Transcript Guide”
- Working relationships among administrators and faculty

Other surveys are being explored, including in the areas of characteristics of the incoming classes; implementation of the new GI education bill; changing retention practices; economic stimulus spending; and cost-saving measures and restructuring being undertaken by colleges and universities as well as student service divisions.

AACRAO held four focus groups in total at the AACRAO Annual Meeting. The first set of focus groups allowed participants to discuss issues they are facing during these difficult economic times, adjustments they are making in terms of professional development and information that might help them operate more

effectively in their careers. As part of AACRAO's continued focus on serving the higher education community, we delved into which services AACRAO attendees valued most and the best methods of delivering professional development to this audience. In the second set of focus groups, participants were asked to think about new issues they are facing, changes they're noticing, plans they are developing—especially contingency plans to help deal with the challenging economic climate and information that might help them operate and serve students more effectively. Reports were generated for both the marketing and research areas for the Executive Team at AACRAO to inform strategic decision making and ensure that the association's resources are effectively allocated.

MEETINGS AND WORKSHOPS

6300 Registrar 101

Thirty people attended the Registrar 101 Workshop at the Annual Meeting. We have received feedback that one day is not enough time for this workshop. The Vice President for Records and Academic Services recommended that we expand the meeting to a day and a half and we will test this at the annual meeting in New Orleans.

Plans are also underway for a Registrar 101 Workshop to be held in conjunction with SEM XIX in Dallas. Dates are Thursday, November 12 – Friday, November 13. A half-day FERPA workshop has just been added at the end of the Registrar 101 workshop. We are hoping to attract at least 50 participants.

6305 SEM Conference

2009 SEM Conference

The 19th Annual SEM Conference will be held in Dallas, Texas, November 8-11, 2009 at the Hyatt Regency Dallas Hotel. A pre-conference/planning meeting was held at the newly renovated hotel in April, 2009.

The SEM Call for Proposals was sent out on February 11. There have been announcements in Memberlink, and we sent a stand-alone marketing email to past non-member SEM attendees and the entire membership. The SEM website has been created and continues to be updated.

Corporate marketing efforts began in November for this meeting. The SEM '09 Corporate Opportunities Brochure was distributed in Anaheim, along with the Corporate Opportunities Brochure for our other meetings, our new Advertising Brochure, and our corporate partner application.

For SEM 2009, we have already secured ten exhibitors:

- AACRAO Consulting
- Hobsons
- Datatel
- NRCCUA
- Intelliworks
- National Student Clearinghouse
- EMASPro

- Runner Technologies
- Jenzabar
- Eduventures

For SEM 2009, we also have the following sponsors:

- Datatel – Totebags
- ImageNow – Badge Holders
- Runner Technologies –Evaluations
- SunGard Higher Education – Team Reception
- CollegeSource – Onsite Program
- EMASPro – SEM Award
- SPSS – Cyber Café
- Hobsons – SEM Conference and Executive Symposium

To date we have three companies making corporate presentations:

- Hobsons
- Datatel
- National Student Clearinghouse

6310 Executive Symposium –

AACRAO's marketing department has been organizing and preparing for the 4th Annual Executive Symposium, *The Keys to Effective Enrollment Leadership*. The symposium will take place at the Hyatt Regency, Dallas Texas in conjunction with AACRAO's SEM conference on November 8-11, 2009. Hobsons Corporation has committed to an enhanced sponsorship of the 2009, 2010, 2011 and 2012 AACRAO Executive Symposium. The sponsorship levels are \$22,500 for 2009 and 2010, and \$24,750 for 2011 and 2012. The department will undertake several marketing activities to promote the Executive Symposium. Marketing will use the HEP directory to target mailings at senior campus leaders and invite senior executives who attended past SEM and the Executive Symposium meetings. The marketing department will conduct advertising campaigns within *Inside Higher Ed*, *Greentree Gazette*, *C&U*, *Chronicle of Higher Education*, MemberLink and Transcript. We will augment these marketing activities with email blasts to past AACRAO Consulting clients. We will also plan to market through State and Regional list serves and the Academic and Professional conference alert sites.

6320 FERPA Workshop

We are planning one FERPA Workshop that is being held in conjunction with the 2009 Technology Conference in Tucson, Arizona. It is expected to break even on an overall basis. We plan to hold one in conjunction with a Registrar 101 Workshop at SEM in Dallas in November. We will continue to have FERPA sessions at the Technology Conference and the Annual Meeting.

The following FERPA related sessions were presented at the Annual Meeting in Chicago:

- Federal Compliance Overview
- FERPA 101: The Short Version
- FERPA Q & A panel/round table discussion
- FERPA Roundtable
- FERPA: Beyond the Basics and Into the New

- FERPA: What You Need to Know - The "Overview"
- FERPA: What You Need to Know - The "Update"
- How to Train Your Faculty, Staff and Administration on FERPA: It Can be Done!
- Legal Issues in Records and Registration
- Roundtable: Data Requests
- Student Workers: Access to Data, the Need to Know and Conflict of Interest

The following FERPA related sessions have been accepted for presentation at the 2009 Technology Conference:

- Security, Privacy and Identity Management with LeRoy Rooker
- Electronic Request for Transcript (via EDI), Survey Results
- Let's Go Paperless!

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 Call for Proposals for the Technology Conference was extended to March 2nd to allow for last-minute submissions. The registration website for the Tech Conference opened at the end of April.

We prepared a Corporate Opportunities Brochure for Technology '09 which was distributed 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.

We will be partnering with Educause and Internet2 on the Identity Management track at the meeting. The three organizations partnered last year on a pre-conference workshop at AACRAO's Technology Conference and on an Educause Camp on the same subject.

The following companies have signed up to exhibit at Tech '09:

- Runner Technologies
- nuBridges, Inc
- ImageNow
- LivePerson
- Clearinghouse
- AVerMedia Technologies
- Hershey Systems
- Miami University redLantern
- Leepfrog Technologies

We are continuing to market to our past Tech exhibitors as well as corporate participants at our other meetings.

To date, we have four companies making corporate presentations at the meeting.

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

The 2011 AACRAO Technology Conference will be held at the Grand Sierra in Reno, Nevada, July 10-12. The confirmed 2011 sleeping room rate is \$139 plus tax single or double occupancy.

6345 Admission Institute

We presented one workshop at the Annual Meeting for new professionals in admissions recruitment and management. We are offering the on-line admissions courses rather than live workshops.

6350 Online Workshops and Seminars

As reduced budgets and travel restrictions threaten meeting attendance, AACRAO marketing is placing significantly more emphasis on online professional development courses. AACRAO marketing developed a separate branded look for the online program and is working directly with Don Bunis, AACRAO's Director for Online Programs, to market its course offerings. Expanded course offerings for Admissions and Registrars are available, and a new "Essentials of SEM" on-line is currently in development and will be available in the fall. AACRAO's online program will primarily be marketed through MemberLink, Transcript and email blast with AACRAO IT.

AACRAO offered courses in three of its four online courses in the spring (February through April 2009): Admissions Manager (Feb. 2-27); Managing the Registrar's Office ((Feb. 9-Mar. 7); and Admissions Counselor 101 (April 27-May 23). We will be offering our next session of Registrar 101, the oldest of our four online course offerings, later in the fall (October 19-November 14).

In the summer, we plan to offer the following online courses: Admissions Manager (June 1-26); Managing the Registrar's Office (also June 1-26); and Admissions Counselor 101 (July 20-August 15).

In the fall, in addition to the session of Registrar 101 already referred to, we will also be offering another session of Managing the Registrar's Office (September 28-October 24).

6375 AACRAO Transfer Conference

AACRAO's Transfer Conference took place on February 15-17th, 2009 at the Tampa Marriott Waterside in Tampa, Florida. AACRAO is currently in negotiations with Hilton Hotels to negotiate the attrition from the 95th Annual Meeting. Therefore, the 2010 Transfer Conference could be in Chicago, IL instead of the intended location of Las Vegas, Nevada. The AACRAO marketing team will begin to promote the 2010 Transfer Conference once the meeting's location is finalized.

A corporate opportunities brochure was created to recruit exhibitors and presenters to the Transfer Conference. To save on production and mailing costs, we will be distributing the brochure electronically to our corporate contacts.

CollegeSource is the primary sponsor of the Transfer Conference. Additional sponsors are the following companies:

- Datatel – Totebags
- ImageNow – Badge Holders

- Runner Technologies – Evaluations

6390 Webinars

AACRAO offered a slate of ten webinars for the annual meeting. We are currently investigating strategies for providing a virtual meeting experience with additional media rich offering such as video and discussion boards. AACRAO hopes to offset the drop in Annual Meeting revenue while providing a valuable service to members whose own budget constraints prevent them from attending.

There are currently five confirmed webinars that will be promoted during 2009 (see table below). The webinars' format has changed in order to cut costs. Webinars will now be pre-taped and available on the AACRAO website approximately three days after the presentation. AACRAO marketing will collaborate with AACRAO IT to handle logistics for designated webinars.

Webinar Schedule for 2009

DATE for TAPING	AVAILABLE	TIME	TOPIC
May 27, 2009	May 30, 2009	2:00 p.m.	Unit Record Tracking System
June 10, 2009	June 15, 2009	2:00 p.m.	How to Detect Forged Credentials
June 22, 2009	June 25, 2009	2:00 p.m.	FERPA
July 20, 2009	July 23, 2009	2:00 p.m.	Modeler Software Part I
September 14, 2009	September 17, 2009	2:00 p.m.	Modeler Software Part II

PUBLICATIONS

6400 GENERAL PUBLICATIONS

The current top six best-selling titles for the 2008-2009 fiscal year, which started on October 1, 2008, beginning with the most popular, include:

- *The College Admissions Officer's Guide*
- *The Registrar's Guide*
- *The FERPA Guide*
- *Retention of Records 2000 Update*
- *Managing for Outcomes*
- *The Basic Guide to Enrollment Management*

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

Transfer Credit Practices of Designated Educational Institutions (TCP) 2009

This book presents a voluntary exchange of information regarding practices for acceptance of transfer credit. It reports the transfer acceptance practices of one major institution in each state regarding credit awarded by other colleges and universities in that state. TCP 2009 was released April 21, 2009 and in the first month of its release, 200 copies were sold.

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, and as of April 30, 2009, 113 copies have been sold.

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 April 30, 2009, 317 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 April 30, 2009, 242 copies have been sold.

The Educational System of the Russian Federation

This guide on the educational system of Russia was released April 30, 2008. 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 April 30, 2009, 147 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). It features 56 contributing authors and 44 chapters. It is similar in length and format to the Registrar's Guide. As of April 30, 2009, 696 copies have been sold.

The SEM Imperative: Taking Enrollment Management Online

This SEM publication was released October 24, 2007 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 April 30, 2009, 266 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 April 30, 2009, 607 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. Dennis presented a session on the same topic at the 2009 Annual Meeting to a group of approximately 75 and received positive session evaluation feedback. As of April 30, 2009, 283 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, and as of April 30, 2009, 212 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 April 30, 2009, 391 copies have been sold.

Accreditation Mills

The book was released March 6, 2007 and was authored by Allen Ezell. It gives a historical perspective of the accreditation mill problem, defines tactics used by mills to deceive the public, and explains how readers can take an active role in the fight against them. As of April 30, 2009, 281 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, and have secured contributing authors. Delivery of the final text is tentatively scheduled for Fall 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 Fall 2009.

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 in Community Colleges guide, which is tentatively scheduled for publication for the 2009 SEM Conference. This guide consists of ten chapters, the first chapter having been completed and received in the AACRAO office on May 22, 2009.

FERPA 2009 Guide

LeRoy Rooker has begun updating the text, which will cover the new regulations effective since December 2008. A release date has not been determined.

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 for 19 chapters have been received as of May 2009. The IPAC committee met in Chicago in April 2009 and discussed the review process and how IPAC will participate in reviewing the chapters for content. The tentative release date is at the Annual Meeting in 2010.

Retention of Records Update

Shelby Stanfield, Registrar at University of Texas at Austin, will work with a committee to edit the update. The committee appointment process has begun.

Second Time Around - Systems Implementation

Sharon Cramer, the author of *Student Information Systems* is interested in authoring a short guide on implementing a new system. This guide will target institutions which are planning a second systems implementation, and will focus on new issues and procedures arising the second time around. It will include recommendations from campuses that have made second implementations or significant upgrades to their current system. The guide is tentatively scheduled for Fall 2009.

AACRAO BOOKSTORE

Most recently, AACRAO sold a total of \$20,542 in publications at the Annual Meeting in Chicago, Illinois, April 13-16, 2009.

Annual Meeting		Day 1	Day 2	Day 3	Day 4 (1/2 day)	Total Rev.
Chicago	2009	\$3,961	\$6,515	\$8,585	\$1,481	\$20,542**
Orlando	2008	\$8,088	\$12,827	\$12,694	\$3,160	\$36,770
Boston	2007	\$7,209	\$10,674	\$10,204	\$2,363	\$30,452
San Diego	2006	\$24,174	\$21,929	\$20,917	\$7,372	\$74,394*
New York	2005	\$4,628	\$10,027	\$11,319	\$7,956	\$33,932
Las Vegas	2004	\$10,421	\$12,600	\$10,482	\$5,113	\$38,618
Washington, DC	2003	\$6,938	\$11,058	\$7,322	\$4,283	\$29,602

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

***Attendance at the 2009 Annual Meeting was down approximately 1/3 from 3,000 to 2,000 causing bookstore revenue to decrease proportionately.*

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

Technology Conference		Total Revenue
Baltimore	2008	\$770
Minneapolis	2007	\$2,043
Denver	2006	\$2,300
Atlanta	2005	\$1,365
Newport Beach	2004	\$385

MARKETING AND ADVERTISING

Our marketing efforts have yielded positive results, evidenced by 35% net revenue at the end of the last fiscal year. The low number of book returns is direct proof that our advertising has been accurate and well-received.

- Sample AACRAO publications were exhibited at the following meetings:

- o 2009 AACRAO Transfer Conference, February 15-17, 2009, Tampa, FL.
 - o SACRAO 2009 Annual Conference, February 7-11, 2009, New Orleans, LA.
- Review copies were given to the following journals and associations:
 - o A desk copy of *Strategic Enrollment Management Revolution* was sent to Dr. Gerry Bedore at Keiser University Graduate School in Florida, who is interested in adopting it for a course he has been developing for the Masters in Education program.
 - o A desk copy of *SEM and Institutional Success* was sent to Dr. Barbara Keener, faculty member of Capella University. Dr. Keener is considering adopting the book in course ED7601: Higher Education Enrollment Management, which has a projected annual enrollment of 100+. The course runs 4 quarters annually and averages about 30 students each quarter.
- In recent issues of *SEM Source*, the following publication has been featured:
 - o *SEM and Institutional Success* (February and April 2009)
- In recent issues of *Memberlink*, the following publications advertisements have been included:
 - o *Transfer Credit Practices (TCP) 2009*
 - o *Counterfeit Diplomas and Transcripts*
 - o *The Educational System of Russia*
 - o Two-Book Set: *The Registrar's Guide*, *College Admissions Officer's Guide*
 - o *The Electronic Data Exchange Primer*
 - o Couldn't Make the Transfer Conference? *College Transfer Student in America*
 - o The Edge of the Globe has been reached: *EDGE*
- An ad was placed with the European Association for International Education (EAIE) in the spring issue of *Forum* magazine, featuring our latest publications. The ad placement was free.
- An ad was placed in the 2009 July/August Special Publications edition of NAFSA'S *International Educator* magazine. Seven AACRAO international publications were featured.
- A book review of *SEM and Institutional Success* was featured in *C&U Journal* (Spring 2009, vol. 84:3). The review was done by Brian Vander Schee.
- Seven publications advertisements were featured in the most recent edition of *C&U Journal* (Spring 2009, vol. 84:3): *EDGE* (full page), *Complete SEM Solution* (half page), *Smart Catch* (General pubs, full page color), *In Print* (*The Registrar's Guide* and *The College Admissions Officer's Guide*- full page), *Foreign Educational Credential Required* (half page), *International Graduate Admissions Guide* (half page), *Think Globally* (*International Guide* -full page).
- Discount offers on publications included:
 - o In February, we are offering a discount for a two-book set which includes the two most popular books: *The Registrar's Guide* and the *College Admissions Officer's Guide*.
- Five AACRAO publications are now available for sale through Amazon Marketplace: *Academic Dishonesty*, *College Admissions Officer's Guide*, *Counterfeit Diplomas and Transcripts*, *Managing for Outcomes*, and *The Registrar's Guide*.
- AACRAO is donating its most recent publications to the ACE library for inclusion in their catalog and for use by patrons of the library. ACE will include AACRAO publications in its monthly list of new acquisitions distributed to all the higher education associations at One Dupont Circle. This service is free.

PERMISSION GRANTED

- In April 2009, XanEdu was granted permission on behalf of Capella University to include Chapter 7 of *Strategic Enrollment Management Revolution* in a digital CoursePack for approximately 12 students enrolled in ED7611 during the Summer 2009 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. Acknowledgement of AACRAO was prominently given and displayed.

6430 TCP PUBLICATIONS

Transfer Credit Practices of Designated Educational Institutions (TCP) 2009 was released April 21, 2009. 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/. Copies were made available for purchase at the Annual Meeting, Chicago.

6450 ELECTRONIC DATABASE FOR GLOBAL EDUCATION (EDGE)

In the current year, our net profit for this project is \$45,034. Bill Paver currently employs a half-time writer/editor for EDGE (Johnny Johnson), and funds biannual EDGE committee meetings.

Year	AACRAO Expense	Revenue
2004/2005	\$11,123	\$0
2005/2006	\$27,486	\$21,075
2006/2007	\$53,018	\$47,669
2007/2008	\$59,800	\$83,931
2008/2009 (as of April 09)	\$27,546	\$72,580
Total	\$178,973	\$225,255

EDGE became available for subscription on November 2, 2006 featuring 40 country profiles. Since its release, an additional 178 profiles have been added, making the current total 222. 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 to \$450 member/ \$600 non-member institutions.

As of November 25, 2008, 472 institutional subscriptions have been purchased, totaling 1,271 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 2009 Annual Meeting allowing for on-site registration. EDGE was also demonstrated for several divisions of Homeland Security and as a result, 93 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, and marketing efforts have been made to recruit law firms.

The December 2008 meeting with the Durango Group has produced a number of leads and increased the visibility of EDGE within U.S. government agencies.

In January the fee structure for law firms wanting to subscribe was changed to reflect the number of attorneys in each firm working on immigration matters. Based on the number of attorneys firms would pay \$1,000, \$2,000, or \$3,000 for a 12-month subscription. This information was conveyed to law firms in a mailing to members of the American Immigration Lawyers Association (AILA). We will track the outcome of this mailing and the revised fee structure.

GOVERNMENT RELATIONS/COMMUNICATIONS

6505 GOVERNMENT RELATIONS

The Stimulus Bill

President Obama signed H.R. 1, the American Recovery and Reinvestment Act (the stimulus bill), into law on February 17, 2009. AACRAO and other higher education groups had advocated for inclusion of various higher education spending in the bill, which does contain a number of important higher education investments:

- The final bill increased the maximum Pell Grant scholarship to \$5,550 for the next school year.
- Provided \$13 billion in expanded higher education tax credits
- Invested \$200 million of additional funding to establish new work-study opportunities for students
- Provided \$3 billion to the National Science Foundation, including \$2.5 billion for research grants, \$400 million for equipment and facilities, and \$100 million for science education
- Delivered \$53.6 billion in new aid to states that can be used to renovate and modernize educational facilities

Equally as important was the bill's exclusion of an across-the-board increase in Stafford loan limits by the \$2,000 that the House had passed in its version of the legislation.

Fiscal 2009 Federal Budget

On March 11, 2009, the President signed the FY 2009 omnibus appropriations bill—H.R. 1105—into law. This legislation was left over from the previous administration and the 110th Congress, which had failed to pass all the appropriations bill for FY 2009, and had left the federal government operating on a Continuing Resolution.

The final 2009 FY budget legislation

- Increased the maximum Pell Grant by \$119, to \$5,350, in the 2009-10 academic year
- Provided additional funding for a number of student financial aid programs
- Contained 8,500 earmarks that are worth some \$7.7 billion.

FY 2009 Higher Education Appropriations

Program	FY 2008 (AY 08-09)	President Bush's 2009 Requests	FY 2009 (AY 09-10)
Pell Grant (Max. Reward)	\$ 14,215,000	\$ 16,941,000	\$ 17,288,000
FSEOG	757,465	—	757,465
Work Study	980,492	980,492	980,492
Perkins Loan cancellations	64,327	—	67,164
LEAP	63,852	—	63,852
ACG/SMART	395,000	960,000	—
TEACH Grants	7,000	14,000	—

FY 2010 Budget Proposal

President Obama released his budget plan for the 2010 fiscal year in late February 2009.

- The budget proposal for the Education Department includes provision to make all Pell Grant funding mandatory, rather than discretionary.
- Increase the maximum Pell Grant award by \$200, to \$5,550, in the 2010-11 academic year and then index the maximum grant to grow faster than inflation in future years.
- Eliminate entitlement subsidies for financial institutions that process federal loans to students and parents
- Increase the Department's administrative capacity to assist colleges in their transition from the current FFEL system to Direct Loans
- Create a five-year, mandatory \$2.5 billion fund to build a federal-state-local partnership aimed at improving college success and completion, particularly for students from disadvantaged backgrounds
- Expand and modernized the Perkins Loan program. The administration would provide \$6 billion a year in new loan volume, six times the current Perkins volume, to be originated and serviced by the Education Department.
- The budget also proposes to make the American Opportunity Tax Credit a permanent tax cut.

FY 2010 Budget Table

New Programs and Policies	Estimated Cost Over 5 Years
Automatically increase Pell Grants to keep pace with inflation	\$ 41.8 billion
Provide fund for states to help low-income students complete college	2.1 billion

Make \$2,500 tuition tax credit permanent	23.3 billion
Make research and experimentation tax credit permanent	28.9 billion
	Estimated Savings Over 5 Years
Eliminate subsidies for lenders in federal student-loan program	\$ 24.3 billion
Overhaul Perkins Loan program	3.1 billion

AACRAO is actively working with Congress and the Administration in support of the proposed increases in federal investments in higher education.

6515 COMMUNICATIONS

AACRAO media relations efforts continue to very prominently feature the Association before the public. AACRAO was mentioned in approximately 320 media outlets since February 7, 2009. Our media relations efforts have successfully communicated the AACRAO public policy positions.

6535 TRANSCRIPT

The AACRAO Transcript will continue to focus on delivering weekly news of interest to the membership. 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 have appeared alongside each article.

The Transcript maintains the strongest traffic on aacrao.org. Beyond its value as the main vehicle for news delivery to the membership, the Transcript system also serves as the main archive of the association's public policy activities and its policy priorities.

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

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

Recent SEM Source articles include: **Making Major Changes for Major Results**

by Andrew Careaga, director of communications for Missouri University of Science and Technology, and Jay W. Goff, vice provost and dean for enrollment management at Missouri University of Science and Technology; **The Enrollment Research Team: An Example of Collaborative Strategic Enrollment Management Research** by Darin Wohlgemuth, director of research for enrollment and the director of budget research and analysis at Iowa State University, Jonathan Compton, research analyst in the Office of the Registrar at Iowa State University, Greg Forbes, research analyst in the Office of Student Financial Aid at Iowa State University, Ann M. Gansemer-Topf, associate director of research for the Office of Admissions at Iowa State University, and Julia Sullivan, assistant director in the Office of Student Financial Aid at Iowa State University; **Moving from Chief Enrollment Manager to Chief Student Services Officer: Keeping the Strategic Enrollment Management Momentum Going Without Day-**

to-day Involvement by Bruce Clemetsen, dean of student services at Linn-Benton Community College, and Dennis Bailey-Fougner, vice president of student services at Feather River Community College; and **Growing Enrollment in Tough Economic Times: How One Small University Is Coping with the Challenges of a Tough Economy** by Richard Rossi, director of communications at Notre Dame de Namur University(NDNU), and Hernan Bucheli, vice president for enrollment management at Notre Dame de Namur University.

SEM Source articles have been featured regularly in Memberlink. SEM Source has been advertised in C&U and in AACRAO conference programs, and has been re-circulated in AACRAO consulting marketing.

The SEM Source database includes more than 400 feature articles.

CONSULTING

6755 Consulting Services

Projects

Business activity since October 1, 2008

	FY 2009				
	Pub 4yr	Pub 2r	Pri 4yr	Other	Total
Inquiries	35	7	18	13	73
Proposals	32	6	12	6	56
Contracts	19	1	3	4	27
Contracted fees	\$368,085	\$3,120	\$61,160	\$34,855	\$467,220

New contracts since February 1, 2009

Institution	Project Description
California State University, Dominguez Hills	SEM consultation – Phase V
Columbia College – Chicago	Records audit
Kaplan University	Registrar’s office audit
Kennesaw State University	FERPA presentation
Langara College	SEM consultation
Portland State University	SEM strategies
Ramapo College	Registrar’s office audit
University of the Fraser Valley	Admissions process audit
University of Idaho – Phase II extension	SEM financial model
Wayne State University	Admissions audit

Marketing

AACRAO Consulting launched its new logo at the 2009 Annual Meeting. The logo was featured on an updated AACRAO Consulting booth, in new display ads, and was announced prior to the Annual Meeting in a MemberLink article. The AC web site and other marketing material such as white papers, and MemberLink articles include the updated logo.

AACRAO Consulting continues to market its service offerings through its web site consulting.aacrao.org, Memberlink, and advertisements in AACRAO meeting materials, and sources such as the University Business consulting directory. Content produced by consultants through publications, SEM Briefs, SEM Source, or appearing in *College and University* is featured on the consulting web site.

AACRAO Consulting recently exhibited at the AACRAO Annual Meeting and marketing materials continue to be present at the AACRAO booth at several state and regional ACRAO meetings. Bob Bontrager presented at the Association of International Education Administrators conference in Atlanta in February and at the NASPA conference in Seattle in March. He staffed an exhibit table at the AACC Annual Conference in Phoenix in April.

FERPA

LeRoy Rooker joined AACRAO in February 2009 as a Senior Fellow and AACRAO Consultant. LeRoy will be presenting to AACRAO state and regional organizations, related national higher education associations, and/or institutions upon request. LeRoy will also be available to these organizations for ½ day or full day workshops for a fee. LeRoy's presentations will include information on FERPA audits through AACRAO Consulting.

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, Hobsons, to assist their clients in implementing their CRM product, and Academica Group, to enhance AC's presence in Canada. Each of these partnerships took significant steps forward at the Annual Meeting in Chicago.

AC has also launched a partnership with the Educational Policy Institution, a leading provider of retention content. Bob Bontrager and AC senior consultant Jay Goff will present at the EPI retention conference in New Orleans in May. EPI president Scott Swail will deliver a retention workshop at the SEM Conference in November.

Web site

The AACRAO Consulting web site, consulting.aacrao.org, 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 posts on AC service offerings such as recruitment audits and SEM services, SEM related articles from SEM Source and C&U, and announcements of AC's presence at conferences. Web site enhancements were made with the launch of AC's new logo in April. The site has a revised look consistent with new AC brand image (see below), including the creation of a corporate partner link. A future addition to the web site will be a password protected resource center for current consultants.

Web stats

July-Aug 08

Sept-Oct 08

February 09 -
March 09

March 09 -
April 09

Overall visits						
• Unique visits		2,352		2,642	2,945	3,325
• Page views		7,916		8,610	8,911	10,591
• Avg page views per visit		2.84		2.83	2.59	2.68
• Avg. time spent		1 min 43sec		1 min 37sec	1 min 53 sec	2 min 1 sec
• Originating campuses		382		458	498	518
Top 10 keyword searches		1) SEM 2) enrollment management 3) aacrao sem 4) aacrao 5) executive symposium 6) org transformation 7)wendy kilgore 8)executive symposium 9) aacrao consulting 10) communication plans		1) enrollment management 2) SEM 3) executive symposium 4) aacrao sem 5) aacrao 6) communication plans 7) consulting 8) aacrao consulting 9) financial aid leveraging 10) aacrao sem conference	1) strategic enrollment management 2) enrollment management 3) aacrao consulting 4) organizational transformation 5) aacrao 6) three cups of tea lesson plans 7) enrollment management technology 8) three cups of tea lesson plan 9) students career choices towards enrollment in universities 10) bob bontrager	1) strategic enrollment management 2) aacrao consulting 3) enrollment management 4) aacrao 5) organizational transformation 6) three cups of tea lesson plans 7) students career choices towards enrollment in universities 8) nontraditional students 9) bob bontrager 10) bob bontrager
Top view content areas						
July-Aug 08	Sept-Oct 08		February 09- March 09		March 09- April 09	
N/A	Homepage	1,973	Homepage	1,899	Homepage	2,259
N/A	Consultant Bios	400	Consultant Bios	458	Changing Demographics: Why Nontraditional Students Matter to Enrollment Managers and What They Can Do to Attract Them	929

N/A		Developing Recruitment, marketing, and Communication plans	287	Changing Demographics: Why Nontraditional Students Should matter to Enrollment Managers and What They Can Do to Attract Them	363	Consultant Bios	532	
N/A		A Community College Roadmap for the Strategic Enrollment Management Journey	262	The Brave New World of Strategic Enrollment Management	231	Strategic Enrollment Management	212	
N/A		Comprehensive SEM Review	227	Registrar, Admissions, and Financial Aid Audits	227	Developing Recruitment, marketing, and Communication Plans	206	
N/A		Strategic Enrollment Planning	221	Developing Recruitment, Marketing, and Communication Plans	212	Contact Us	195	
N/A		Organizational Models for Enrollment Management at Small Colleges	218	AACRAO Consulting Academic Records Management Review- Media Links	208	Registrar, Admissions, and Financial Aid Audits	188	
N/A		Retention Analysis	182	Strategic Enrollment Planning	205	Category: Conferences	175	
N/A		Leveraging Financial Aid: A Powerful Tool for Enrollment Success	181	A Community College Roadmap for the Strategic Enrollment Management Journey	194	A Community College Roadmap for the Strategic Enrollment Management Journey	172	
N/A		Our Approach	163	Comprehensive SEM Review	191	The Brave New World of Strategic Enrollment	169	

Webinars

LeRoy Rooker will present a FERPA webinar in June 2009. The webinar will be advertised on the AC web site, in MemberLink and in an e-mail blast to all members.

SunGard, SPSS, and Hobsons are interested in sponsoring webinars during 2009. Webinars with SPSS are planned for July and September 2009.

Content Development

Bob Bontrager was co-presenter of the SEM 101 preconference workshop at the Annual Meeting.

Bob Bontrager is coordinating the writing of a book on the topic of SEM in community colleges, which is in the editing phase. It is hoped that the book will be available for the 2009 SEM Conference.

A white paper on retention will be produced by AACRAO Senior Consultant Amanda Yale and released at the 2009 SEM Conference in Dallas. The paper will be available at the AC booth, will be posted on the AC web site and appear in MemberLink.

A white paper by Wendy Kilgore on the implementation of enrollment-related technologies was released in February 2009.

MARKETING

6395—

Corporate Partnerships

The marketing team has developed alliances with SunGard, Hobsons, Clearinghouse, Datatel, Runner Technologies, SPSS and EMASPro, and will provide them opportunities to achieve heightened brand visibility at our conferences and within our internal marketing channels. The AACRAO marketing department hopes that higher revenues generated through key strategic partners can in part offset the downturn in meeting attendance. We have submitted a two proposals to the president of REDLANTERN to sponsor the AACRAO Technology Conference. AACRAO's marketing team has also held strategic partnership meetings with ACT, Leepfrog Technologies and the NCAA. AACRAO's marketing team has also contacted Campus Management, which recently purchased Talisma, to begin strategic marketing discussions. With ACT, we will investigate the possibility of conducting some joint research or providing ACT with a platform to speak at the AACRAO SEM Conference. We are discussing potential marketing opportunities with Leepfrog Technologies and are trying to line up Lee Brintle, president of Leepfrog, to deliver a presentation at the AACRAO Tech Conference. A follow-up conference call is scheduled with the NCAA for June 2 to discuss the possibility of holding a series of joint webinars.

Media Partnerships

AACRAO is currently in the process of renewing its three main strategic marketing agreements with the *Greentree Gazette*, *Inside Higher Education* and *The Chronicle of Education* to provide marketing support for AACRAO Tech, SEM, Transfer and Annual Meeting. AACRAO Associate Executive

Director and AACRAO marketing negotiated new terms with the *Greentree Gazette* and have secured a signed agreement for 2009-2010. AACRAO has strong working alliances with the major power players in the higher education publications space. All of the print advertising and banner ads that AACRAO receives are through in-kind trades.

INTERNATIONAL EDUCATION SERVICES (IES)

Revenue for Fiscal Years '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	103,641	78,391	25,242	48,951
Dec	108,413	79,255	29,158	78,320	Dec	97,948	72,192	25,755	76,177
Jan	129,689	84,055	45,614	123,934	Jan	86,144	72,840	13,304	88,410
Feb	71,563	61,748	10,815	134,564	Feb	91,916	75,459	16,457	104,866
Mar	76,528	57,040	19,488	168,487	Mar	85,228	144,373*	(59,145)	45,721
Apr	81,848	55,946	25,902	193,554	Apr	80,283	75,867	4,416	49,135
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				

* The significant increase in expenses was due to all IES marketing expenses moving from Marketing to IES.

6900 EVALUATION SERVICES

The volume of files processed:

Oct'08 – Apr'09	6039
Oct'07 – Apr'08	5746
Oct'06 – Apr'07	4791
Oct'05 – Apr'06	2501

AACRAO and IES staff developed an improved website presence that reduces applicant time in securing services. This site links to major search engines expanding the potential market and eases access.

AACRAO and IES staff realized a sustained turn around rate in service of less than seven days. This represents the culmination of significant process reengineering and equals or betters the competition.

6915 SUMMER INSTITUTE FOR INTERNATIONAL ADMISSIONS

Based on lower enrollment during the Winter Institute for International Transfer Credit the expectations for Summer Institute registrations will be lower, and expenses for the Institute will likewise be reduced. Registrations for Summer Institute are slower than in previous years. Additional marketing is underway to include offering a 50% discount to those institutions that outsource their foreign credentials evaluations to AACRAO.

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. LSAC is very pleased with the turnaround time that we have provided this cycle.

Dale Gough has been asked to present a session on the Credentialing Service at the LSAC Annual Meeting in June. Robert Watkins, AACRAO VP for International Education has also been invited to make a presentation on foreign legal training. This is the first time since undertaking the Credentialing Service that AACRAO has been invited to present at the LSAC Annual Meeting.

6930 WINTER INSTITUTE FOR INTERNATIONAL TRANSFER CREDIT

While last year's Winter Institute had 51 registrants, this year there were only 20 – a sign of the economic impact on institutional budgets. While the institute did not lose money, the net revenue was far below the projected.

6450 ELECTRONIC DATABASE FOR GLOBAL EDUCATION (EDGE)

There are now 222 country profiles available on EDGE, essentially including all educational systems in the world. EDGE now moves into a 'maintenance and updating' mode where each profile will be checked to make sure the internet links are still functioning, additional sample documents will be posted, and changes to the educational systems will be verified.

**American Association of Collegiate Registrars and Admissions Officers
Board of Directors**

Action Items

Discussed April 16, 2009

Chicago, IL

Reviewed and Updated May 27, 2009

via conference call

The Board of Directors agreed to include the following items on the active Action Items list:

1. President Simpson Munson will ask Paul Kyle to prepare a detailed timeline of the who/what/when/where of the communication plan to the annual meeting presenters.
2. The AACRAO Office will check with Experient to see if the AACRAO Bookstore can be situated closer to the Exhibits area for future meetings.
3. President Simpson Munson will work with Associate Executive Director Barnett as the script is being developed for the 2010 Opening Session.
4. Executive Director Sullivan will work with his staff on the Strategic Plan.

American Association of Collegiate Registrars and Admissions Officers (AACRAO)
Board of Directors Calendar 2009-2010

- **April Board Meeting** – April 16, 2009 – After closing annual meeting session on Thursday
 - Board departs Thursday mid-afternoon (meeting ends @ 1:30 PM)
- May Conference Call 5/27/2009 2:00 PM Central Time
- **June Board Meeting** – June 15-18, 2009
 - Board arrives on Monday afternoon and departs on Thursday afternoon
 - **Program Committee** – Arrives Tuesday afternoon and departs Thursday afternoon
 - New Orleans, LA
- July Conference Call 7/29/2009 2:00 PM Central Time
- August Conference Call 8/26/2009 2:00 PM Central Time
- September Conference Call 9/30/2009 2:00 PM Central Time
- **October Board Meeting** – Oct 14-17, 2009
 - Washington, D.C.
 - Board arrives on Wednesday afternoon and departs on Saturday afternoon
- November Conference Call 11/18/2009 2:00 PM Central Time
- December Board Meeting - December 2-5, 2009
 - Washington, D.C.
 - Board arrives on Wednesday afternoon and departs Saturday afternoon
- January Conference Call 1/27/2010 2:00 PM Central Time
- **February Board Meeting & Board Transition/Orientation** – Feb 25-28, 2010)
 - Washington, D.C.
 - Board arrives on Thursday early afternoon – **meeting begins at 3:00 PM** and departs Saturday afternoon
 - Board Transition/Orientation (begins Saturday afternoon and ends Sunday at noon)
- March Conference Call 3/31/2010 2:00 PM Central Time
- **April Board Meeting** - Apr 19-20, 2010
 - New Orleans, LA
 - Board arrives on Monday afternoon (19th) and meets all day on Tuesday (20th).

- Annual Meeting – Apr 21-24, 2010 (Wednesday-Saturday)
 - New Orleans, LA