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

September 30, 2009
via Conference Call

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

Staff Members in Attendance: Matt Ogle, Jerome Sullivan

Call to Order
President Simpson Munson called the meeting to order at 2:03 p.m. Central Time.

Approval of Agenda
MOTION 2009.9.01 – It was duly moved and seconded that the agenda be approved as amended.
ADOPTED

Reports of Individual Officers
Vice President Conte presented the financial report for August 2009.

Executive Director Report
Executive Director Sullivan presented his report on hotel contract attrition mitigation for the Annual Meeting in Chicago and the 2009 Technology Conference. He also reported on the status of membership dues revenue and the SEM conference. Finally, he announced the publication of a SEM book for Community Colleges and discussed plans for updating or publishing books on FERPA, an International text, and Records and Registration.

President Simpson Munson ordered the reports filed.

Discuss Agenda for October 14-17, 2009 BOD Meeting (Washington, D.C.)
The Board discussed the tentative agenda for the October Board of Directors meeting.

Review of Action Items from August 2009 Board Conference Call
The Board's action items from their August 2009 meeting were reviewed and updated.

Adjournment
MOTION 2009.9.02 – It was duly moved and seconded that the Board of Directors meeting be adjourned.
ADOPTED
The Board of Directors meeting adjourned at 2:47 p.m. Central Time.

Attachments
Board of Directors Financial Update, August 2009
Action Items from August 2009 Board Meeting
Hotel Mitigation Report

AACRAO Monthly Financial Update

Highlights | Fiscal Year 2009 | August 2009

Presented: Jerry Sullivan and Samuel Conte

Overview

Total operating expenses for the month of August exceeded revenue by ($124,086), however, AACRAO's year-to-date operating activities generated revenue in excess of expenses by $544,490.

The Association's investment portfolio generated income of $27,770 for the month, however, the year-to-date results showed a net loss of ($192,851) for the eleven months ended August 31, 2009.

The combined operating and investment activities resulted in a deficit of (96,316) for the month and a surplus of $351,639 for the eleven months ended August 31, 2009.

The Association's financial performance has been better than expected given the current state of the economy. Several factors contributed to the positive results. At the departmental level, all of AACRAO's business-oriented units (i.e. IES, Publications, Meetings and workshops and AACRAO Consulting) reported net surplus for the period. At individual program level, three major conferences' (Annual, SEM and Transfer) revenues exceeded expenses.

Financial Position

The following summarizes AACRAO's financial position as of:

	August 2009	**July 2009**	**Change**
Cash	**$1,095,885**	$1,024,851	$71,034
Investments	**5,489,489**	5,464,322	25,167
Accounts Receivable	**181,441**	180,435	1,006
Prepaid Expenses	**195,768**	175,079	20,689
Total Assets	**7,234,147**	7,121,792	**112,355**
Accounts Payable	**247,693**	285,461	(37,769)
Unearned Income	**1,949,279**	1,702,847	246,432
Total Liabilities	**2,521,839**	2,313,176	**208,663**
Net Assets	**$4,712,308**	**$4,808,615**	**($96,307)**

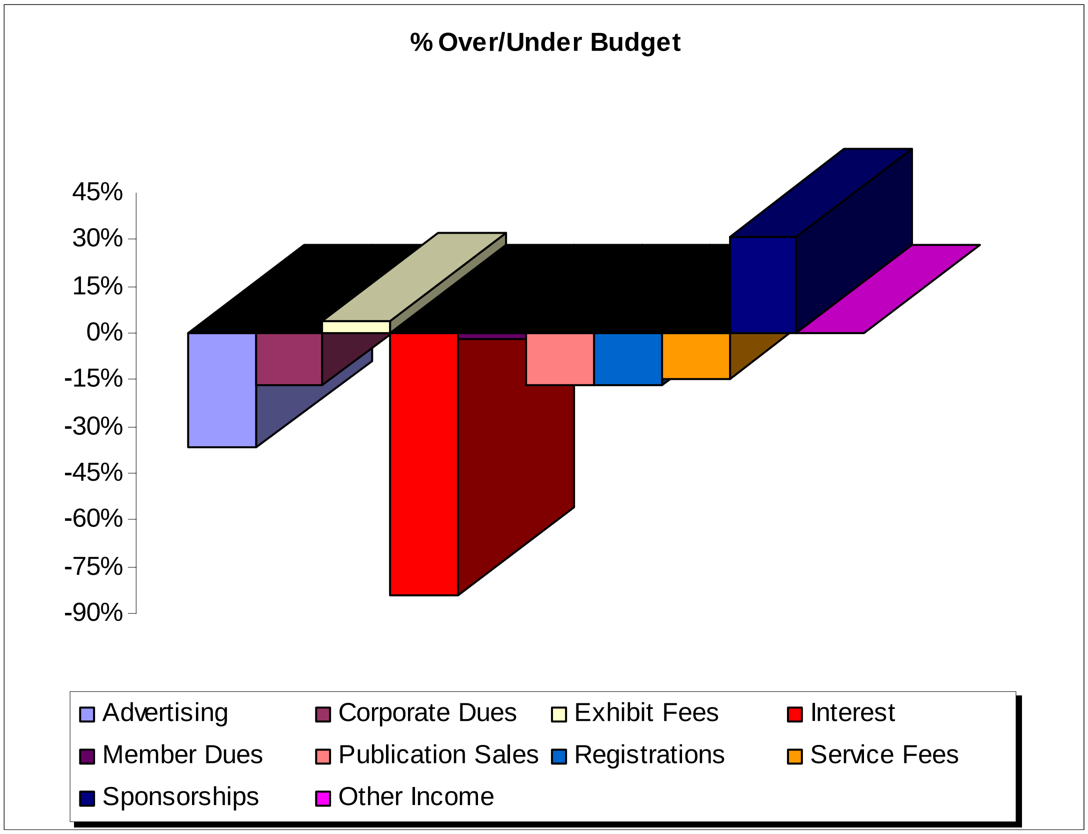
The change in cash balance reflects membership dues collections for the year July 2009 – June 2010. The increase in investments reflects improving performance of the financial markets. Accounts payable balance decreased due to payment of liabilities previously accrued, primarily relating to the 2009 Technology Conference. Unearned income increased during the month of August, mainly due to continuing receipts of membership dues, and SEM conference registrations.

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 2008/2009 membership year, $2,415,435 was collected for membership dues and $121,675 for corporate dues. Dues notices for membership year 2009/2010 were mailed on May 19, 2009, a week earlier than the previous year.

As of August 31, 2009, $1,713,261 and $51,986 has been collected for membership dues and corporate dues, respectively.

Statement of Activities

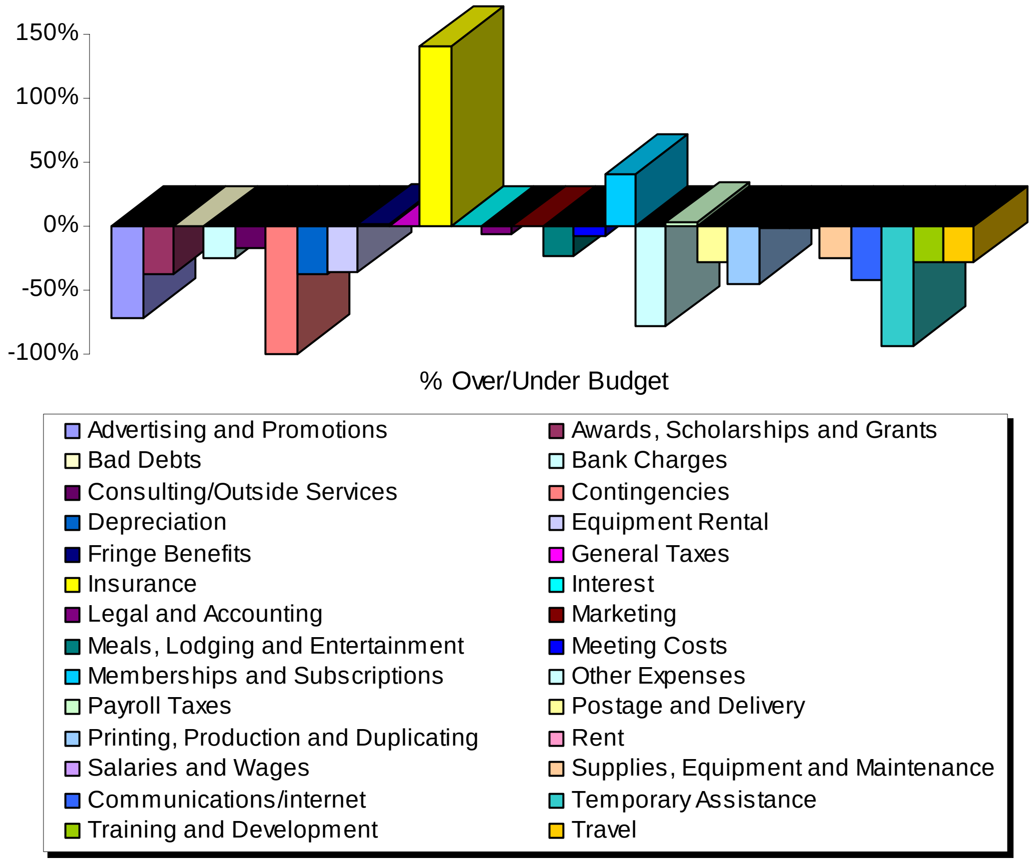
Revenue: Revenue generated for the eleven months ended August, totaled $6,862,867 or 90% of year-to-date budget (10% below budget expectations). Two revenue generating activities exceeded their year-to-date budget expectation, while others are either at or fell below expectations. The following chart summarizes the variances between actual and budget amounts:



Exceeding Expectations:
Exhibit Fees: 4% | $23,000
Sponsorship: 31% | $75,000

Exhibit fees and Sponsorship revenue are reporting better than expected results due to high performances of AACRAO's Annual, SEM, Transfer and Technology conferences.

Expenses: Expenses for the eleven months ended August, totaled $6,318,377 or 87% of year-to-date budget (13% below budget expectations). Two expense line items exceeded their year-to-date budgets, while others remained at or below budget.

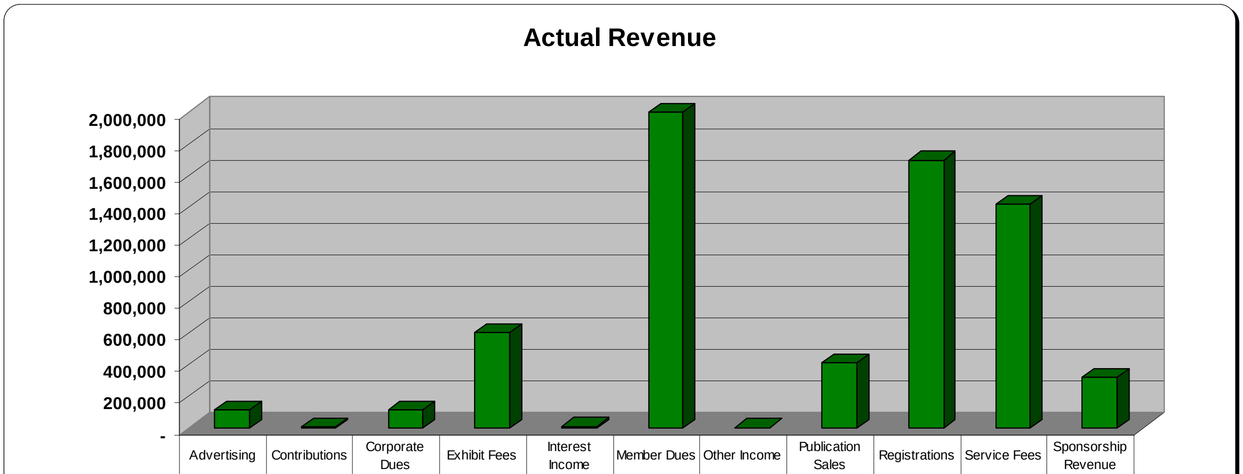


<u>Exceeded Budget:</u>

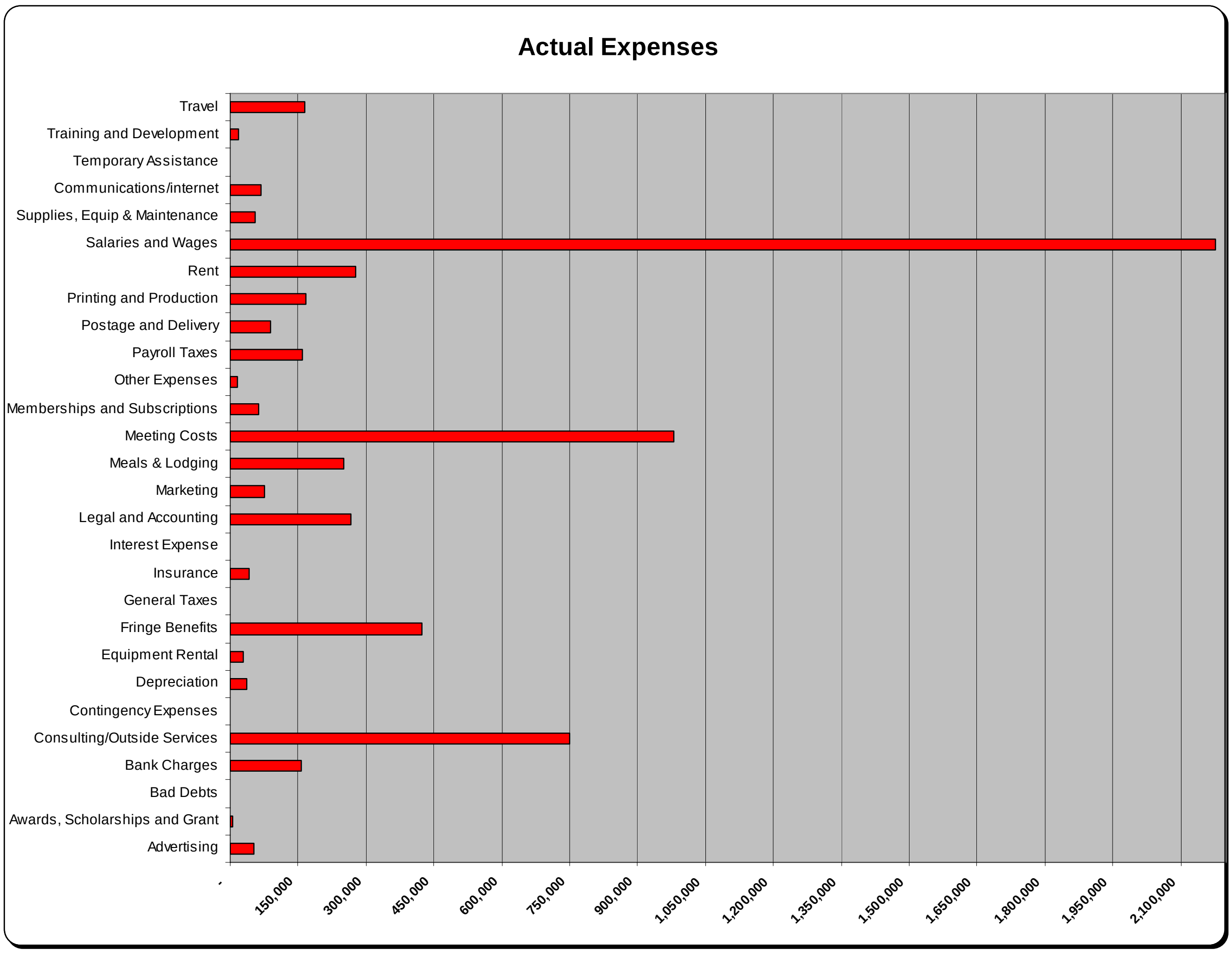
Insurance: 142% | $25,000
Memberships and Subscriptions: 12% | $18,000

The excess in the above expenses is attributable to incurrence of charges not provided for in the 2008/2009 approved budget.

AACRAO Revenue and Expense Analysis – Year-to-Date



	Advertising	Contributions	Corporate Dues	Exhibit Fees	Interest Income	Member Dues	Other Income	Publication Sales	Registrations	Service Fees	Sponsorship Revenue
Revenue	$111,352	$6,000	$110,928	$605,966	$10,575	$2,171,957	$507	$410,338	$1,697,562	$1,419,452	$318,230



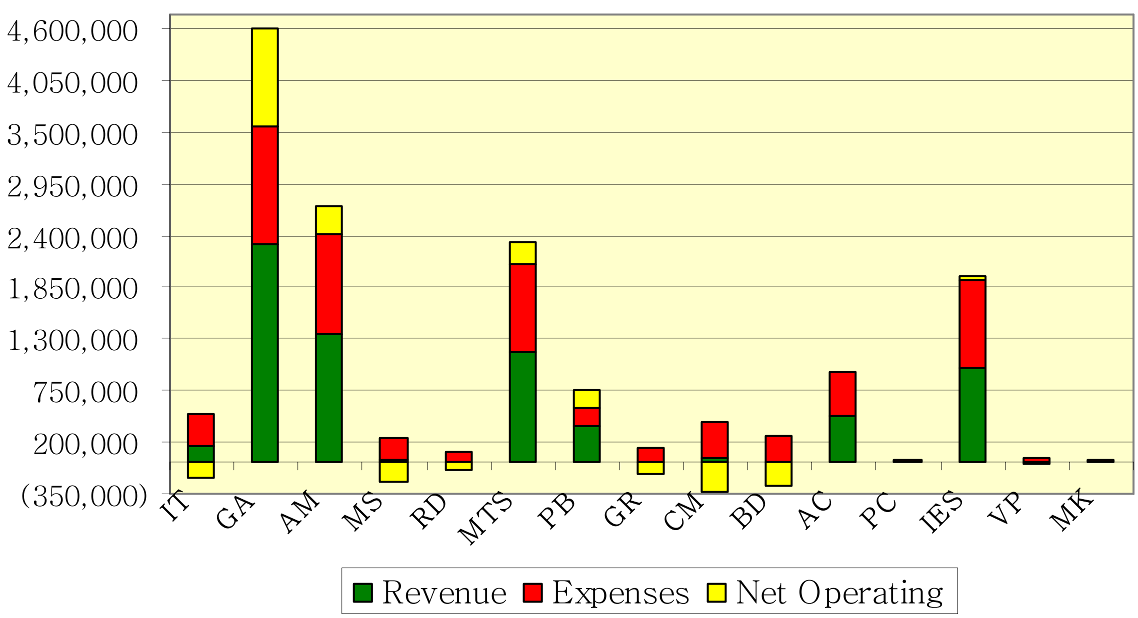
AACRAO Performance Analysis by Department

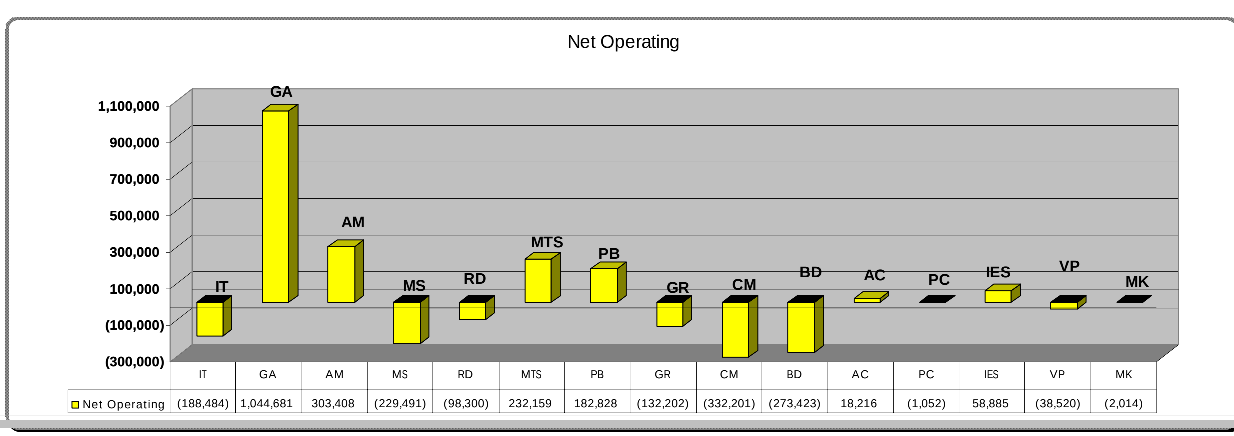
Year-to-date	IT	GA	AM	MS	RD	MTS	PB	GR
Revenue	156,798	2,299,637	1,354,657	11,000	-	1,158,903	377,674	-
Expenses	345,282	1,254,956	1,051,249	240,491	98,300	926,744	194,846	132,202
Net Operating	**(188,484)**	**1,044,681**	**303,408**	**(229,491)**	**(98,300)**	**232,159**	**182,828**	**(132,202)**

	CM	BD	AC	PC	IES	VP	MK	TOTAL
Revenue	38,746	-	477,211	-	988,241	-	-	**6,862,867**
Expenses	370,947	273,423	458,995	1,052	929,356	38,520	2,014	**6,318,377**
Net Operating	**(332,201)**	**(273,423)**	**18,216**	**(1,052)**	**58,885**	**(38,520)**	**(2,014)**	**544,490**

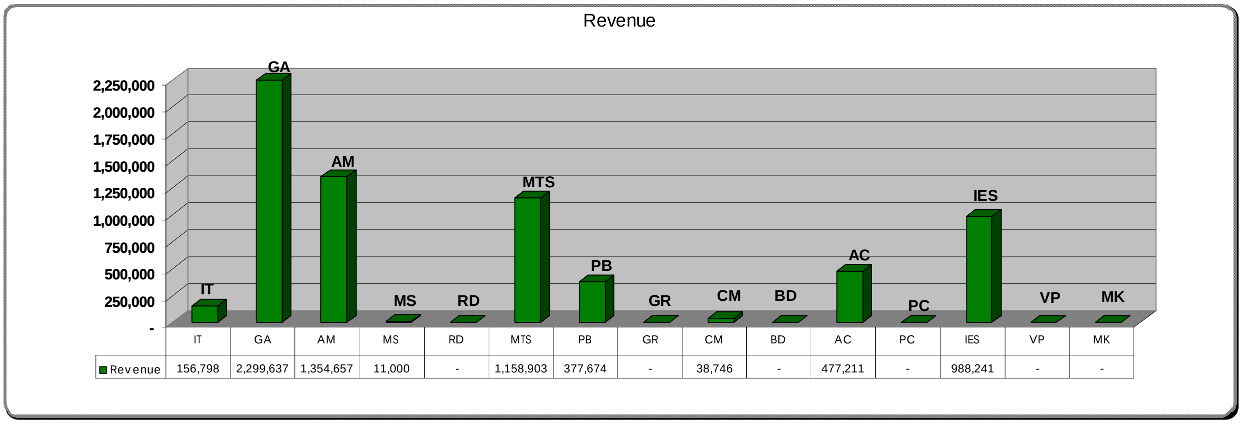
Gifts/Bequests	-
Investments	*(192,851)*
Net surplus	**351,639**

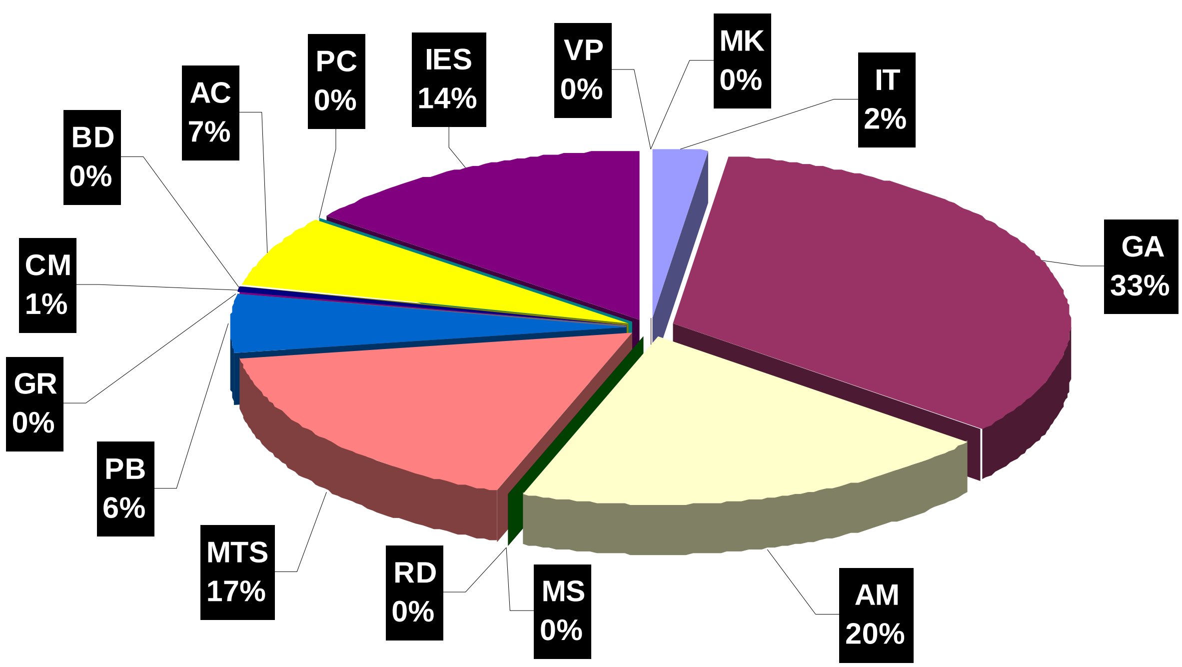
IT: Information Technology - **GA**: General and Administrative - **AM**: Annual Meeting - **MS**: Member Services - **RD**: Research - **MTS**: Meetings/Workshops - **PB**: Publications - **GR**: Government Relations - **CM**: Communications - **BD**: Governance - **AC**: AACRAO Consulting - **PC**: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



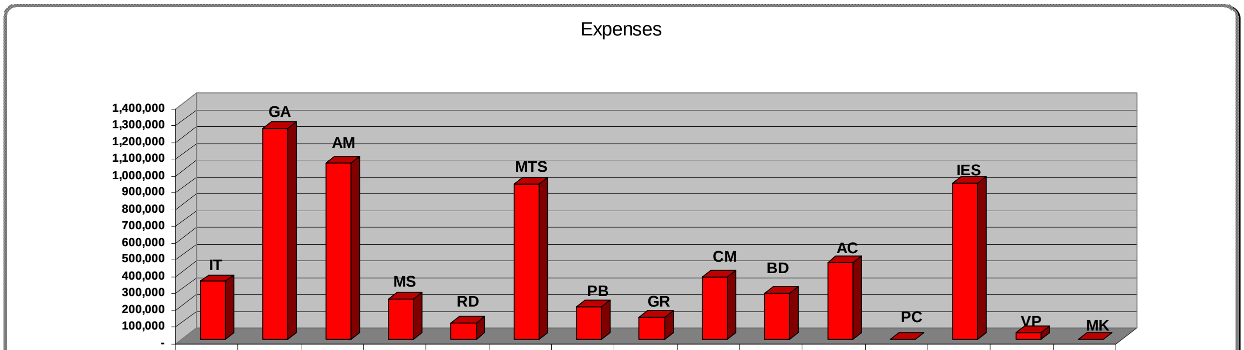


Revenue

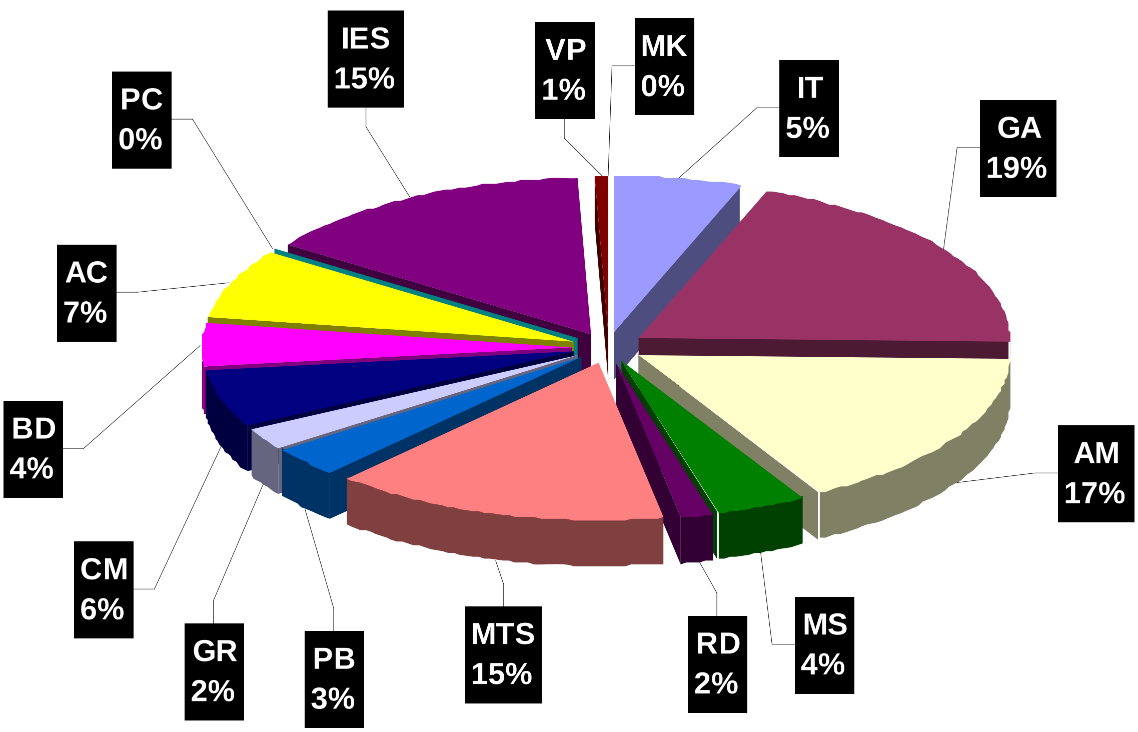

Revenue
2,250,000
2,000,000
1,750,000
1,500,000
1,250,000
1,000,000
750,000
500,000
250,000
-
IT GA AM MS RD MTS PB GR CM BD AC PC IES VP MK
Revenue 156,798 2,299,637 1,354,657 11,000 - 1,158,903 377,674 - 38,746 - 477,211 - 988,241 - -


MK 0%
IT 2%
GA 33%
AM 20%
MS 0%
RD 0%
MTS 17%
PB 6%
GR 0%
CM 1%
BD 0%
AC 7%
PC 0%
IES 14%
VP 0%

Expenses



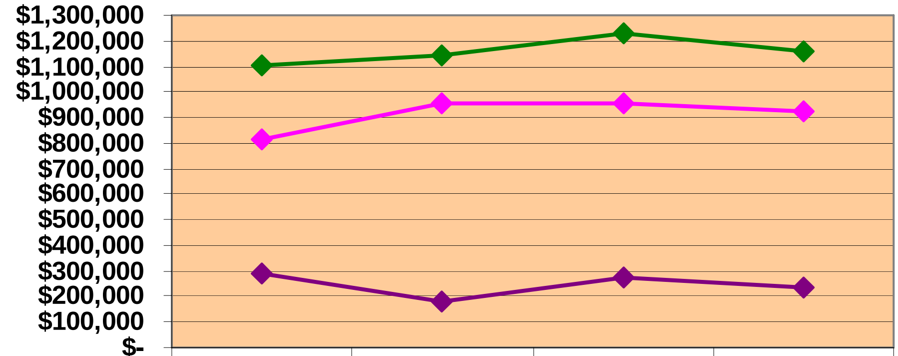
	IT	GA	AM	MS	RD	MTS	PB	GR	CM	BD	AC	PC	IES	VP	MK
Expenses	345,282	1,254,956	1,051,249	240,491	98,300	926,744	194,846	132,202	370,947	273,423	458,995	1,052	929,356	38,520	2,014



AACRAO Business Lines – Comparative Data

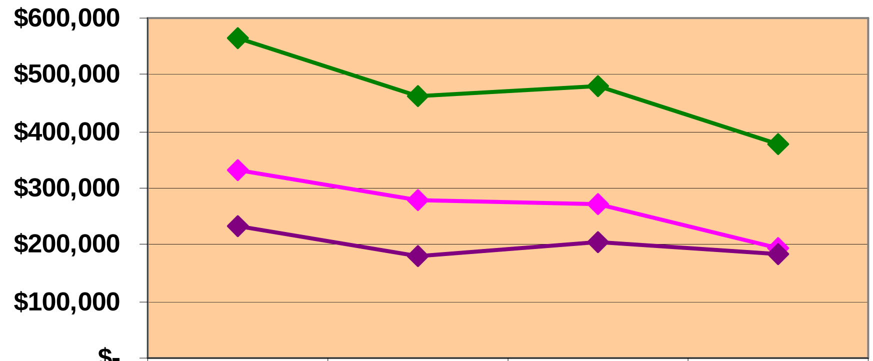
The following charts compare year-to-date department activities over the past four years:

MTS



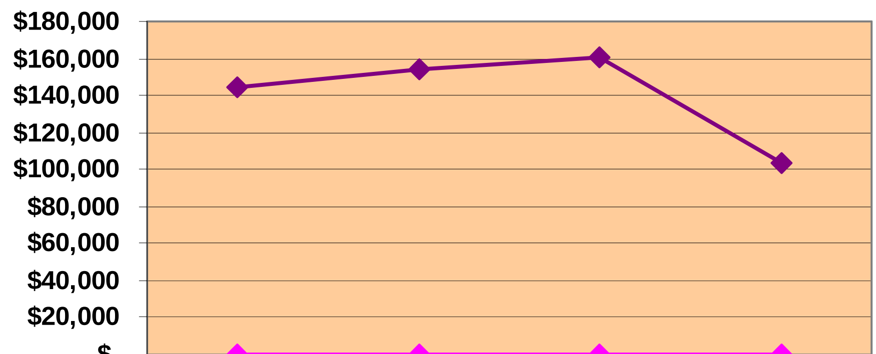
	2005/2006	2006/2007	2007/2008	2008/2009
Revenue	$1,105,759	$1,140,076	$1,231,857	$1,158,903
Expenses	$818,145	$959,087	$954,094	$926,744
Net	$287,614	$180,989	$277,763	$232,159

PUB



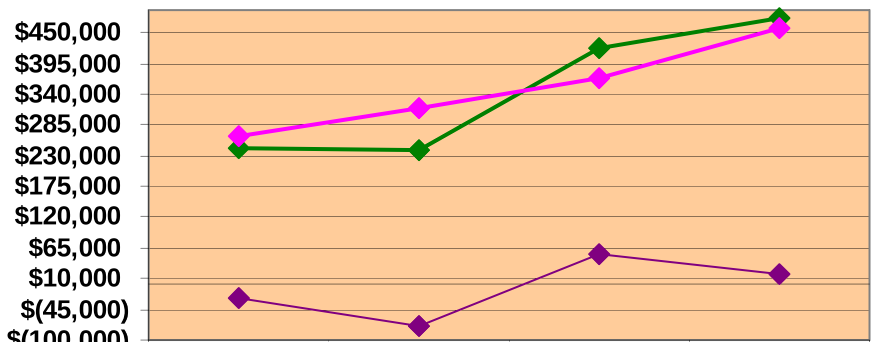
	2005/2006	2006/2007	2007/2008	2008/2009
Revenue	$564,847	$460,829	$478,525	$377,674

JOL



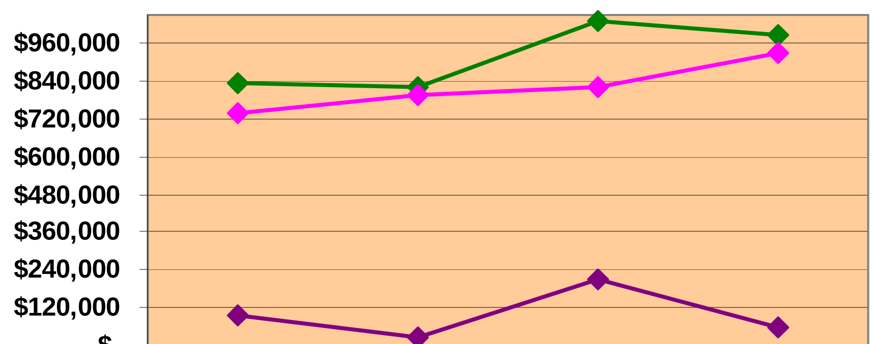
	2005/2006	2006/2007	2007/2008	2008/2009
Revenue	$144,475	$154,157	$161,110	$103,000
Expenses	$-	$-	$-	$-
Net	$144,475	$154,157	$161,110	$103,000

AC



	2005/2006	2006/2007	2007/2008	2008/2009
Revenue	$242,063	$238,352	$422,096	$477,211
Expenses	$266,437	$314,293	$369,665	$458,995
Net	$(24,374)	$(75,941)	$52,431	$18,216

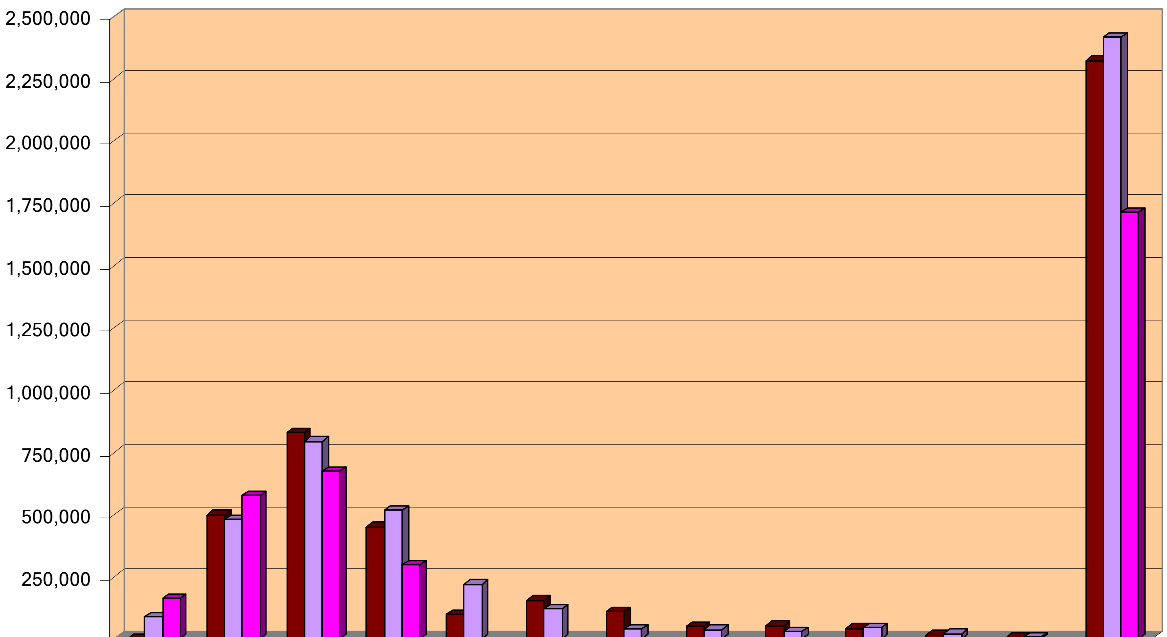
IES



	2005/2006	2006/2007	2007/2008	2008/2009
Revenue	$835,406	$818,490	$1,029,372	$988,241
Expenses	$740,810	$795,634	$819,116	$929,356
Net	$94,596	$22,856	$210,256	$58,885

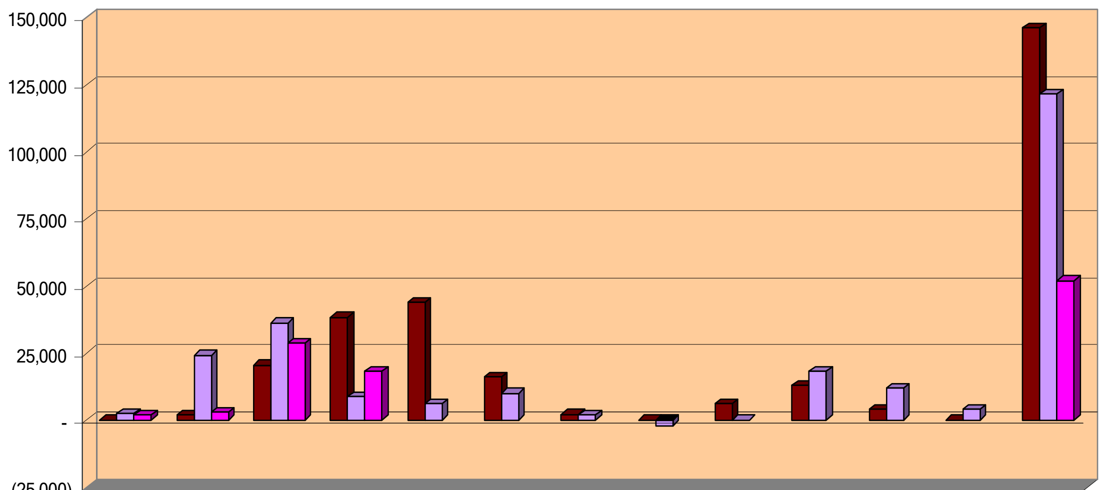
Appendix

Membership Dues: Cash Collections | Comparative Numbers



	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
2007/ 2008	-	498,672	828,198	452,541	100,185	156,641	112,050	52,430	54,487	43,218	16,913	6,798	2,322,132
2008/ 2009	89,330	479,652	793,621	519,639	221,211	120,783	42,343	39,382	30,871	46,276	22,583	9,744	2,415,435
2009/ 2010	164,575	576,527	672,924	299,236									1,713,262

Corporate Dues: Cash Collections | Comparative Numbers



	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
2007/2008	-	2,000	20,585	38,340	43,850	16,195	2,195	-	6,000	13,000	4,000	-	146,165
2008/2009	2,585	24,218	36,233	8,609	6,000	10,000	2,000	(2,000)	-	18,030	12,000	4,000	121,675
2009/2010	2,000	3,000	28,783	18,203									51,986

American Association of Collegiate Registrars and Admissions Officers
Board of Directors
Action Items
Discussed July 29, 2009
via conference call
Reviewed and Updated August 26, 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 work with Associate Executive Director Barnett as the script is being developed for the 2010 Opening Session.
2. Executive Director Sullivan will work with his staff using the adopted Strategic Plan to drive the operating plan and the budget.
3. The Governance Committee will develop a financial training module for the February Board Orientation meeting.
4. The Finance and Investments Committee will review the current dues categories.
5. The Strategic Planning Committee will work on ways to increase involvement of younger members.

AACRAO Hotel Contract Attrition Mitigation as of 9/30/09						
Hotel	**Event**	**Dates of Event**	**Damage Mititgation**	**Savings**	**Liability**	**Penalty**
Hiltons of Chicago	Annual Meeting 2009	4/23/09 - 4/26/09	61% room block pick up		$133,854	
Palmer House Hilton Chicago	Annual Meeting 2009	4/23/09 - 4/26/09	13% room block pick up		$265,412	
JW Marriott Starr Pass	Technology Conference 2009	7/19/09 - 7/21/09	Negotiations currently underway		$28,000	
Hyatt Regency Dallas	SEM XIX 2009	11/6/09 - 11/12/09	Reduced block 30% from 2,555 room nights	$98,000		
Palmer House Hilton Chicago	Transfer 2010	2/14/10 - 2/16/10	Contracted to mitigate attrition from 2009 Annual	$50,000		$50,000
Hilton New Orleans	Annual Meeting 2010	4/21/10 - 4/24/10	Reduced block by 1,094 room nights, or 22% in anticipation of lower attendance	$175,587		
Doubletree New Orleans	Annual Meeting 2010	4/21/10 - 4/24/10	Reduced block by 216 room nights, or 27% in anticipation of lower attendance	$31,428		
Embassy Suites New Orleans	Annual Meeting 2010	4/21/10 - 4/24/10	Reduced block by 464 room nights, or 57% in anticipation of lower attendance	$70,992		
Westin New Orleans	Annual Meeting 2010	4/21/10 - 4/24/10	Reacted in time to cancel without penalty	$105,798		
Renaissance Nashville	SEM XX 2010	11/7/10 – 11/10/10	Working on room block reduction of 383 room nights	$51,418		
New Orleans Marriott at the Convention Center (*terms from a prior contract)	Transfer 2011	1/30/11 - 2/1/11	Contracted Transfer 2011	$25,767		
Reno Hilton (now Grand Sierra, must keep AM 2011 cancellation liability)	Technology Conference 2011	3/13/11 – 3/16/11	Contract allowed AACRAO to move 2011 Annual and replace with Technology Conf	$126,835		
Palmer House Hilton Chicago	Technology Conference 2012	7/1/12 – 7/3/12	Contracted to mitigate attrition from 2009 Annual	$100,000		
Hilton Orlando Bonnet Creek	SEM XXII 2012	11/4/12 – 11/7/12	$10 rebate to cover attrition from 2009 Annual	$22,000		
Hilton Chicago	SEM XXIII 2013	11/10/13 – 11/13/13	Contracted to mitigate attrition from 2009 Annual	$150,000		
TOTAL FINANCIAL COMMITMENT			**Total mitigation savings**	$1,007,825		