American Association of Collegiate Registrars and Admissions Officers
Minutes of the Meeting of the Board of Directors
November 16, 2011
Conference Call

Board Members in Attendance: Jim Bouse, Bruce Cunningham, Luisa Havens, Betty Huff, Tracey Jamison, Nora McLaughlin, Nancy Krogh, Brad Myers, Jeff von Munkwitz-Smith, Robert Watkins

Staff Members in Attendance: Jerry Sullivan, Matthew Ogle

Call to Order
President McLaughlin called the meeting to order at 3:02 p.m. Eastern Time.

Approval of Agenda
MOTION 2011.11.01 – It was duly moved and seconded to approve the agenda. APPROVED

Approval of Minutes
MOTION 2011.11.02 – It was duly moved and seconded to approve minutes of the October 8, 2011 Board Meeting. APPROVED

MOTION 2011.11.03—It was duly moved and seconded to approve minutes of the October 8-9, 2011 executive session. APPROVED

Reports of Standing Committees

<u>Finance and Investments Committee</u>
Vice President Krogh reported that the committee met and reviewed preliminary end of fiscal year 2010-2011. October financials are not yet available because of the work involved with updating the Association's investment portfolio at the beginning of the month. The annual budget process is currently underway, but moving more slowly than was expected. Vice President Krogh expects the budget to be presented to the Board at the February Board Meeting.

<u>Governance Committee</u>
President-elect von Munkwitz-Smith reported that the committee met by conference call on November 2 to discuss new Board member orientation and the transition plan proposal. Because the February agenda will be full the committee plans to move some of new member orientation to other times. Vice President Cunningham reviewed the transition plan proposal with the Board.

<u>Strategic Planning and Program Review Committee</u>
Vice President Myers reviewed three documents from the Strategic Planning and Program Review Committee. The first was a summary of a conversation he and Vice President Bouse had with Associate Executive Director Janie Barnett regarding the first phase of the program review. The committee plans to present the results of that first phase at the February Board meeting. The second item was recent committee minutes. The third item from the committee was the latest

draft strategic plan. Vice President Krogh asked how the Association technology initiatives should fit in the Strategic Plan. The Board discussed this. The committee will work to send a draft to the Board next week in order for a vote to be taken on a final draft at the December Board meeting. This will allow the Board to review the plan with the leadership group and the state and regional officers present at the Leadership meeting.

Compensation Committee
Vice President Cunningham reminded the Board of the confidentiality requirements for the executive director search process. He also noted that the search is on schedule.

Reports of Officers
Vice President of International Education
Vice President Watkins filed the following written report:

> The SEM Conference in San Diego featured a pre-conference, half-day workshop on the importance of International Strategic Enrollment Management. It was designed by AACRAO's IES staff. Presenters were Dale Gough of IES, Robert Watkins UT-Austin and AACRAO VP of International Education, as well as representatives from Linden Tours, TOEFL and EducationUSA. The initial feedback was quite positive and this may become a feature at future SEM Conferences.
>
> I have been invited to be part of the specially-appointed Commission on International Student Recruitment of NACAC (National Association of College Admissions Counselors) which will study this most complex and controversial of issues. I have accepted the invitation to be on the Commission. While I will seek the thoughts and input of Barmak Nassirian on this issue, I will not be representing AACRAO (as my AACRAO Board term ends in April and the Commission extends through at least 2012) but I did want to inform you that I would be participating in the study.

Vice President for Leadership and Management Development
Vice President Cunningham reminded the Board to send in their State or Regional visit reports.

Past President
Past President Huff reported the Ad Hoc Awards committee will have its proposal for the December Board meeting.

President Elect
President-elect von Munkwitz Smith discussed the dates for the October 2012 Board meeting. The meeting was originally scheduled for October 12-14. Due to several conflicts, the meeting will take place either the week before (October 5-7) or the week after (October 19-21). He asked that Board members contact him if they have any preferences. Vice President Cunningham will provide the schedule for state and regional meetings to help inform a decision.

President

President McLaughlin reviewed a proposal to amend the terms of committee membership. Vice President Bouse will send a proposed revision to the Board, and the Board will reconsider at the December Board meeting.

President McLaughlin requested that topics for the December Board meeting be submitted to her by November 23. Committees should be ready to meet by 4pm on Thursday, December 1, if possible. She discussed that we have agreed Board members will engage with leadership attendees during the leadership meeting and at the dinners and tour. Planning for the February Board meeting will begin very soon.

President McLaughlin submitted a draft charge for a proposed Task Force on Program Structure. She asked the Board to pay close attention to whether the charge asks the correct questions. Past President Huff stated that the name was slightly confusing and asked if something that better describes its function could be used. She also noted that the draft charge may not fully address the diversity of programs currently offered by the Association, and suggested a preface to provide some context to the document. Vice President Jamison also recommended carefully defining the meaning of "program."

Executive Director
Executive Director Sullivan reported there is some consideration to change the electronic monthly SEM Source into a quarterly print journal published by Jossey-Bass. The Board requested that a formal proposal be brought to the December Board meeting. Vice President Havens suggested giving people have the option to choose between hard copy or electronic copy. Mr. Sullivan also updated the Board on government relations activities.

He noted the SEM meeting was successful and that AACRAO Consulting ended up with more contracts than at any previous SEM. He also noted that EDGE is moving to a new platform this week.

Executive Director Sullivan is conversing with Jay Goff regarding a USA-India summit at a campus level. He would be interested in helping to facilitate this using our contacts. He also discussed that membership was slightly behind as of the end of October, in part due to a delay related to the iMIS implementation.

Unfinished Business
The list of action items was reviewed and updated.

Adjournment
MOTION 2011.11.04 – It was duly moved and seconded that the Board of Directors meeting be adjourned. APPROVED

The Board of Directors meeting adjourned at 4:44 p.m. Eastern Time.

Attachments
Board of Directors Minutes October 8, 2011

American Association of Collegiate Registrars and Admissions Officers
Minutes of the Meeting of the Board of Directors
October 8-9, 2011
Portland, OR

Board Members in Attendance: Bruce Cunningham, Luisa Havens, Betty Huff, Tracey Jamison, Nora McLaughlin, Nancy Krogh, Brad Myers, Jeff von Munkwitz-Smith, Robert Watkins

Staff Members in Attendance: Jerry Sullivan, Matthew Ogle

Call to Order
President McLaughlin called the meeting to order at 9:52 a.m. Pacific Time.

Approval of Agenda
MOTION 2011.10.01 – It was duly moved and seconded to approve the agenda. APPROVED

Approval of Minutes
MOTION 2011.10.02 – It was duly moved and seconded to approve minutes of the September 14, 2011 Board Meeting. APPROVED

Reports of Standing Committees

<u>Finance and Investments Committee</u>
Vice President Krogh asked for questions regarding the August financial reports which she distributed to the Board prior to the meeting. There were no questions. She briefly reviewed the preliminary end of fiscal year 2010-2011 financial reports with the Board. She reminded them that there are transactions outstanding and that the documents were not final.

MOTION 2011.10.03—It was duly moved and seconded to approve option two in the asset allocation proposal reviewed by the Board on October 7, 2011. APPROVED

MOTION 2011.10.04—It was duly moved and seconded to approve a change to section 7.6.1 of the investment policy to accommodate the new asset allocation strategy. APPROVED

<u>Governance Committee</u>
MOTION 2011.10.05—It was duly moved and seconded to accept the revised committee charters for each of the five Board committees. APPROVED

MOTION 2011.10.06—It was duly moved and seconded to approve the proposed Record Retention Policy.

MOTION 2011.10.07—It was duly moved and seconded to table motion 2011.10.06 pending further changes to the document. APPROVED

MOTION 2011.10.08—It was duly moved and seconded that the AACRAO Bylaws revisions be accepted and be presented to the membership for approval at the Business Session of the April 2012 Annual Meeting. APPROVED

The Governance Committee is building a transition plan for the bylaw revisions if accepted by the membership. The committee noted the importance of an effective communication strategy so that members know how the bylaws revisions would be implemented if they are approved. President-Elect von Munkwitz-Smith asked that notes and suggestions be submitted through him to the Governance Committee no later than October 21. A note about the Board's intent to move the bylaws revisions forward for vote at the Annual Meeting should be sent to the membership as soon as possible to give them sufficient time to consider the proposed changes. The Board agreed to invite the Parliamentarian to the February Board meeting for a discussion about how to manage this agenda item during the Business Meeting.

The Governance Committee is beginning to discuss new member orientation for the coming year. Vice President Havens suggested that new Board members be matched up with a current Board mentor.

<u>Compensation Committee</u>
Vice President Cunningham reviewed the executive director search communication plan for the AACRAO membership.

<u>Strategic Planning and Program Review Committee</u>
Vice President Myers led a review of the draft Strategic Plan. He reported that any further comments should be submitted to the committee through him by October 14. The committee will bring an update for discussion at the Board November conference call.

He informed the Board that the committee will run a pilot of its program review process using e-learning (webinars and online course offerings).

The committee believes it is time to perform the next member satisfaction survey. Comments and suggestions should be sent to the committee through Vice President Myers.

<u>Ad Hoc Committee on Awards</u>
Past President Huff updated the Board on the progress of the ad hoc awards committee and she asked the Board for responses and recommendations to be considered in the final draft. The Board discussed the awards. The committee will continue to review the award descriptions.

Reports of Officers

<u>Vice President for Leadership and Management Development</u>
Vice President Cunningham reminded Board members to fill out their evaluation forms as they visit state and regional meetings. He noted the information gathered from these reports is valuable and will be shared with state and regional officers at the leadership meeting.

Vice President for Finance
Vice President Krogh informed the Board that the staff is preparing to begin the budget preparation process for fiscal year 2012-2013.

Vice President for Records and Academic Services
Vice President Myers reported to the Board on recent Reg 101 planning activities. Six members, Janie Barnett, and Linda Smith met at the AACRAO Office to review both online and in-person versions of Reg 101. The group came up with the framework of a program that will be either Reg 102 or Reg 201 and hopes to have a pilot version ready for a workshop at the Philadelphia Annual Meeting.

Vice President for Access and Equity
Vice President Havens reported that the LBGT proposal she shared with the Board is still under discussion and she hopes to have a recommendation to bring to the Board's November meeting.

President Elect
MOTION 2011.10.09—It was duly moved and seconded that James Miller, University of San Francisco, and Ann Gillen, University of the Pacific be confirmed as Co-Chairs of Volunteers for the 2013 Annual Meeting in San Francisco. APPROVED

President
President McLaughlin reminded the Board to plan to arrive for the Leadership meeting in time to be ready to start work at the hotel at 4pm on Thursday, December 1.

Executive Director
Executive Director Sullivan reviewed highlights of his written report. There were questions regarding the Experient contract and the investigation of the size of cities AACRAO uses to stage meetings. He reported that SEM registration numbers are currently above registrations in recent years.

Unfinished Business
The list of action items was reviewed and updated.

New Business
MOTION 2011.10.10—It was duly moved and seconded to establish a task force to develop a structure for the programs of the Association to ensure continued success and to allow for future growth. The chair will appoint an ad hoc Board committee to develop the charge for the task force and recommend membership of the task force. APPROVED

President McLaughlin asked the Board to consider possible candidates for this task force.

MOTION 2011.10.11—It was duly moved and seconded that the Board move into Executive Session. APPROVED

The Board suspended the executive session at 5:00 p.m. and reconvened in executive session at 8:35 a.m. on October 9, 2011

Adjournment
MOTION 2011.10.12 – It was duly moved and seconded that the Board of Directors meeting be adjourned. APPROVED

The Board of Directors meeting adjourned at 10:15 a.m. Pacific Time.

Attachments
Board of Directors Meeting Minutes, September 14, 2011
August 2011 Financial Dashboard
August 2011 Executive Director Financial Report
Asset Allocation Proposal
Investment Policy Updated October 8, 2011
Audit Committee Charter
Compensation Committee Charter
Finance and Investments Committee Charter
Governance Committee Charter
Strategic Planning/Program Review and Development Committee Charter
Bylaw revisions
AACRAO Strategic Plan Draft
Executive Director Report