MINUTES
RMACRAO
Board of Directors
July 18, 2008
Wyoming

Call to Order:

Board members present: Lara Medley, Kathleen Sena, Tammy Aagard, Dawn Carver, Gay Gralheer, Mary Angell, Corey Wahl, Elena Sandoval-Lucero, Kelley Christman, Steve Ellis, Jennifer Schufer, Denise Esquibel, Sally Page, Carolyn Gutierrez

1. Set time for next board of directors meeting
   a. October 6 or October 24
2. Report on credit cards.
   a. Everything ready to set up, waiting for paperwork, need to consolidate bank accounts. Gutierrez to tell Wahl the numbers for main accounts.
   b. Set up fees waived, but there are monthly costs and transaction fees. See these costs in October.
   c. Set up closer to when we’ll have invoices so we’re not paying fees when not using the credit cards. Wahl to get better handle on lead time needed to set up system.
3. Discuss this year’s Annual Meeting
   a. Some sessions too long, not enough different types of sessions, Allen and Leroy needed more time for questions and amount of information. It is okay if we end early.
   b. Angell: program, hotel, food, staff phenom job this year, national name recognition with speakers, things looked very smooth and very organized. Gralheer could help with mentoring for next year. Talked with OOS people and NE & ID felt gaining more because of regional aspect. Bring it up with leadership meeting at national conference.
   c. Sandoval-Lucero: learned more at this conference then national conference because more practical sessions.
   d. Aagard: word of mouth is important, if good experience then others will be back. Denver location will make it easier as well.
   e. Wahl: maybe spread out the vendor meetings so not all at the same time so people can attend more than one. Especially for smaller schools when they send only one or two people. (It has been both ways and we moved away from it because people more likely to attend “other” sessions. Better strategy with vendors for next time. Maybe have two blocks of vendors.
   f. Sena: make sure vendors have time to breakdown and still get out on a flight. Maybe still need more time to view vendors. A lot of vendors here and set a specific time for set up and take down. Vendors left stamps and pads and folks helped themselves. Maybe have food at both ends so pulls people traffic towards them. Positive feedback from vendors, liked recognition from the beginning thought we were very friendly folks. Only request is an updated attendees list and to add a mailing address. Always want a participant list prior to event. Can’t give participant list but can send to whole membership list. Ellis: Putting vendors in a hallway so there was good traffic flow. Really putting them in front of people.
g. Gralheer: very minor glitches, exhibitor changes at last minute, buffet line for business lunch could have been better, two separate buffets and drinks set at the tables.

h. Gralheer: Have lots of staff available at registration/information table to take care of whatever pops up. Aagard: good to have the resource even if they are not busy the entire time. Gutierrez: put information sign on registration table.

i. Aagard: post-president reception was a great idea, good resource for people who may have come by themselves, and made it family friendly. Stay as long as you wanted, great time to meet new people. Carver: Providing transportation was a good idea. Schufer: facilitate ways to get singles and new members on bowling teams.

j. Medley: preconference workshop was a good idea. Grahleer: some people thought it was included in the full registration. Had 22-23 in the end. Probably right at breaking point with the preconference costs. Paid for travel, room, stipend for Deb.

k. Wahl: need more admission stuff. Angell: our region struggles with getting admissions people. Sandoval-Lucero: do a survey about what types of things admissions do people want. Schufer: look at communication of teaching people about the difference between NACAC and AACRAO. Get a conference program from NACAC to mirror some of the sessions. Maybe people don’t know what the mission of AACRAO is all about. Maybe look at level of presentation so that there is something for folks at each professional level. Angell: delineate tracks for professional level. Counselor vs. assistant/associate directors.

l. 1/3 of the conference was new members. How do we get them to come back? Medley: geography makes a difference about who comes. Gutierrez: need to talk about forum, networking, money/budget to come. Angell: send a follow-up letter to supervisors/institution thanking them for letting them come, build relationship with supervisors, give feedback that their staff benefitted. Carver: encourage attendees to share what they learned to their supervisors and their staff. Sena: workshop on how to take the meeting home, what to do while you are here to show your colleagues what you’ve learned. Wahl: not all our schools attend RMACRAO. Where is Colorado College? Let’s acknowledge that we missed them. Can we give them enough heads up? What about schools that pay the dues but are not benefitting?

m. Ellis: how was the balance between 2 and 4 year universities? Gutierrez: need to start recording who attends from year to year.

n. Angell: LACS need to provide some history. How many rooms were booked and how many were actually used. Ellis: what about doing preregistration, prepay, start in October. Angell: may not know cost of attendance until early spring. Grahleer: some didn’t register because couldn’t pay until July 1.

o. Aagard: thank this group for putting extra money from the Stanley back into this conference. Try to continue this to secure things ahead of time and really deliver a good conference. Hard to make a lot of long term plans without the money up front. Gutierrez: with two accounts (Operating budget and a conference budget) this could be easier. GG: 35 to 40 people who have not paid yet. One vendor has not paid yet. Feel like we’re be in the black. Got a lot of outside sponsorship. List of value attributed to donations. Carver: trying to keep expenses down by borrowing things and keeping it simple. Grahleer: used office staff a lot and ideas were really good. Used technology rental for big rooms but not small sessions. Asked local universities to bring stuff. Used UW tech staff. Aagard: having at least one tech person on at all times is key and should be a constant. Esquibel: has a binder from Shelly that really helped her with the LAC role. Need to pass things down so the LAC has what they need. Wahl: will set up a blog just for the board. Medley: send
Wahl: a picture to post so people know who the board members are. Put new board member picture on the web. Angell: please update the new board members on the web.

p. Gralheer: 151 people at the improv on Thursday night.

q. Angell: in addition to snap-shot sheets for board members also do snap-shot sheets of volunteer opportunities to put on web as well. See different ways to be involved. Maybe program chair can have a volunteer to help collect cards of folks who attended and who would like to do something for next year.

r. Gutierrez: If interested in presenting at preconference let us know. Define it and do follow up.

s. Page: put new members on list and VP list. Gutierrez: list will be available on the web. Wahl: shoot to have list ready for October meeting. Angell: have 3 VPs and treasurer and web developer have access to list. Registration list compiled by Carver and send to VPs and Corey. Noel to send out summary of the conference and individual sessions.

t. Medley: two people that came to the conference, but had to leave due to death in the family. Do we wait for a request for refund? Medley: we’ll wait for a request.

u. Sena: great job by UW and its community for providing a great conference

4. Discuss next year’s Annual Meeting
   b. Possibly the Omni Hotel.
   c. Ellis: people want a Rockies night for next year.
   d. Gralheer to get Sandoval-Lucero some numbers and info on how to do the planning.
   e. Set what you have for those days and then set registration fee. Registration fee set by the location. What does it cost for an individual to attend? 132, 125, 99 (past conference fees) – can negotiate with sponsors to help lower the cost.
   f. Medley: make sure the new officers get with past officers to talk about process and any needs. Treasure will be elected next year. Carver: jump drive to be purchased for secretary to pass on the files. Put on the web instead for board access only. Angell: notebooks are great but don’t always happen. Let’s put it on the web so folks just have it readily available.
   g. Sena: are we at our max with vendors or does this come down to the venue? Record number this year, some vendors didn’t come because not on their cycle. This is something to think about? Aagard: Don’t want vendors to overwhelm/out number the attendees. We’ll have more people in CO, but especially in WY and NM need to have truth in advertising to make sure they have a good experience as well. $500/$600 for exhibitors. Will send updated list, save the date and thank you right now.
   h. Aagard: if online registering, can you register all people at once. Need to tell bank that may have fees up to $1000 so set fraud notification high. Wahl: fees will be part of conference fee not dues.
   i. Angell: do you give out a survey for vendors? Sena: no I have never done that before.

Meeting adjourned 2:15 pm.