1) Call to Order – 8:20 am

Board members present: Lara Medley, Kelley Christman, Kathleen Sena, Denise Esquibel, Kay Leum, Tammy Aagard, Jennifer Schufer, Carolyn Gutierrez, Sally Page, Nolan Oltjenbruns, Steve Ellis

2) Secretary’s Report
   a. October 6, 2008 Minutes Approved
   b. Nolan: Last year’s minutes have still not been posted on the web. Corey will get them up assuming he has all of them. Lara will go through email and get them sent.
      Corey: Has several items from Dawn Carver. Will get them from Dawn and post by the end of the meeting today.

3) Web Developer Report
   a. Credit card payments update
   b. RMACRAO Forum update
   c. Outstanding:
      a. Finish creating the new membership database and allow for vice president updates. Nearly complete. Need another two hours to get it done. Working really smooth and looks great. Will accommodate a lot of extra things we’ve been hoping for.
      b. Additional Graphics on the webpage generally: Rebuilt the site. More modern and easier to navigate. Left right column blank on the right to put logos, notices, etc. Steve: I’ve been thinking about getting you annual dates/deadlines. Maybe that column is a good place to put these. Maybe adding a calendar under “About Us” would be helpful to demonstrate an annual cycle.
      c. Historical pages from past conferences: How many years to go back before rolling into an archive situation. Lara: Steve, do you have any preference. Maybe 2 years and then archive? Steve: It depends on what we put out there. Maybe presentation resources should stay longer. I think 2 or 3 years back is fine and then archived. Corey: 2009, 2008, 2007 will go up and the rest will be archived. We don’t really have website archive past 2006. Want to have clear procedure as we move forward. Steve: it might also be a good idea to think about archive strategy as we move forward. Need systematic plan for how we are going to handle this. Corey: need this to be agenda item for a future meeting. Lara: I’ll add this to a future meeting. Corey: multiple imaging licenses that could be used to put the imaging software on the new server to archive.
      d. Updates to membership directories: rolling these in with new web site
         Denise: Should I send you the updated membership list. Should I send this to
you or hold until I can do it myself. We also have zip code change as well. Corey: please send me membership updates now. Won’t show until I launch the pages. I’ll give firm deadline date of when VPs can take over directory. Lara: Make sure Carolyn and Jennifer get copies of these. Corey: In the future we can do away with these copies. We have a server that should be available to donate to RMACRAO. The sequel server could store these lists. Kelley: Can you send me what you have? Corey: website is updated as far as I’ve received requests. Everyone needs to send their list to me. I can minimize the duplicates and streamline the data. Sally: are the new members listed on the web? Corey: Good questions. Have list from Gay. Is this something I should automatically do? Just because they attend does mean they should be on the list/website? Discussion surrounding importance of getting these new members up ASAP. Corey will take care of this right away. Lara: Can you make sure Jennifer’s list and Corey’s list are identical? Corey: no problem on getting together. Kelley: Should I review the website and send changes or just send the whole list? Corey: Just as easy either the way. Denise: What format do you want? Corey: It doesn’t matter, email list, excel, etc. Carolyn: There is a school in NM that has a permanent address in Arizona. Is this a problem? Kathleen: They are accredited and recognized by the state. On an Indian reservation. Nolan: Do we need clarification in our bylaws? If branch campus is in our state but home school is in another state? Lara: I’ll check into bylaws. Carolyn: ESL Language centers check came back. Anyone have a contact? Kelley: I haven’t had any response and don’t know what to do with them. Nolan: Maybe Regis can help. Carolyn: Who is the contact at Eastern? Who should I send the invoice to? Denise: Donna George will be the new contact.

e. Addition of meeting notes: These have been put up. Dawn is working on July 17, 2007 annual meeting minutes and June 6, 2008 board minutes I’ll put these up as soon as I get them.

d. New Items:

a. Find out what the general interest is in rmacrao.org email addresses: these forward to the specific occupant, but allows for consistent email addresses from year to year.

i. president@rmacrao.org

ii. vpcolorado@rmacrao.org

iii. webdeveloper@rmacrao.org

iv. Etc, etc, etc.

v. These will always be here and then can be forwarded to regular university account. Since we are not static in our office would this be hard to keep going? General idea is great but would we miss anyone? Corey: not a separate email address you need to check – it is forwarded to your account. Lara: I like this idea because members will not have to figure out 1) who is in which position and 2) which school that person is with and 3) what is the person’s e-mail address? Nolan: Given that auto-forwarding can be set up, I don’t see any downside to doing that. Each officer, as they come on board, would
just need to do that forwarding setup so that the mail flow would happen without needing to actually log into the forum to check anything. I doubt that many people are using the forum yet, but continuing to beef up the content and functionality of the system is what we need to do to make it continue to grow in usefulness. If we use the newsletter to let people know that this is an easy way to communicate with their board members, they won’t have to look up that board member’s address; they’ll just send to the “generic” address and know that the message will get there quickly. Denise: I think people will pay more attention to email address rather than just my email address. Corey: I’ll type these up and email. Let me know if you approve and we’ll move forward.

b. CU-Boulder will donate a server to RMACRAO to host smaller applications including listserv. These will be separate applications that a web company can’t sponsor for us with out costs. Listservs for states, etc. Move databases onto this server to do simple queries, download things, pdfs, etc. May still take up to 8 weeks before server could be retired. Lara: Would like to consider a thank you to Boulder or Wyoming – where ever we get the servers.
   i. Listserv will allow for Board Email, State Email, and General Membership Email ability
   ii. New webpage – no feedback one way or another
   iii. Added a “column” on the right side of the page to add notifications and “ads.” This can include notice of AACRAO, HEUG, Banner, or other important conferences or events

c. On the webpage for this year’s conference, I am adding a left side navigation bar to include the following items and any other suggested items. Lot’s of traffic on May and June for website hits. Put blank column on the left and build an embedded website. Links to:
   i. First Time Attendees Info
   ii. Conference Registration (this will be our own and pipe into our credit card collection service)
   iii. Hotel Info
   iv. Golf Tournament Info/Registration
   v. Conference Program
   vi. Exhibitor’s Info
   vii. Nolan: can we have the program searchable? Corey: possible but it depends on time. Improvements need to be made. Steve: can we put things into a searchable pdf. Corey: I could do bookmarks on the document. Searchable pdf is really easy. Kay: as we get closer you will have a direct link? Corey: yes and it will appear on every page.
   viii. Trying to figure out the best way to collect presentations in advance of the conference so that we have less trouble getting them after. Corey: all presenters upload presentations in advance. Concerned about not getting those up. Some tech difficulties include antivirus scanning, etc. Nolan: how many presenters have not provided presentations in the past? Corey: we have at least ½ that have not been posted. 2007
we began to actively get those. Nolan: Maybe we need to be a little more aggressive to get these in. Carolyn: can we offer a laptop for presenters to go to and upload their presentation. Corey: I sent multiple emails to presenters and they did not respond. Carolyn: do you have any plans for a kiosk? Corey: no plans, I think this would be a good way for in person sign ups. Can register online and use credit card. Specific to certain things, not web surfing. Lara: Could put flyer in presenter folders telling them how.

d. Suggestion on getting RMACRAO business cards made up for the board of directors? Lara: This would be about $60 per member. Some need to be changed each year. May not be best use of our money. Corey: we can print using Avery and only cost a few dollars per person. Jennifer: I think it would be helpful for board members to have cards as they recruit new members to the board, etc. Corey will look into this further.

e. Addition of Google Analytics to the Website: this is free. Shows how people are using the site. Most telling information will come by looking at the cycle after one year. Help us know which ones to pay the most attention to.

f. Looking for best presentation of RMACRAO history and historian items.

g. Question about sending out a survey on behalf of RMACRAO about website? Other topic? No questions or comments.

e. RMACRAOforum.org:

a. Reminder going out on email to all RMACRAO members about forum suggestions about how to participate forwarding posts on to specialists to reply discussion on why people are afraid to post? Views are huge…posts are tiny….

b. Asking for suggestions on how to culture change the membership to participate in online forum. Lara: how does this work with the listserv. Corey: two separate things. It isn’t one or the other it is both. Jennifer: Maybe hosting a time to discuss a certain topic. Like a chat session. Nolan: How about an Annual Meeting session where someone (you?) could demo the forum and show members the potential it has?

c. little or no admissions participation

d. adding a tab in your browser

e. how to subscribe to a forum for email updates

f. New look coming soon!

g. Questions about topics in the forum. Is it straight forward enough? More? Less?

h. Addition of Fun stuff like more emoticons, logos of schools so individuals can pick their school graphics

i. Have created a test for board of directors forum

j. Download RMACRAO fonts, logos, forms

4) Treasurer’s Report

a. Dues: $2520 outstanding dues. Western needs a new invoice. Kelly will contact Colorado schools this afternoon. Need to ask Corey a couple of questions about credit cards. Comments on credit cards? Enjoyed the speed. College of Santa Fe
is going to close their doors by June 30. Angel is concerned with this and not
being able pay dues. Another institution may try to acquire them. Admissions
and athletics have closed their offices already.
b. Budget: Most expenses have been credit card fees and start-up costs. $760 was
check to Avow. Is this a yearly cost? $321.42 was lunch and board room costs
from October meeting.
c. Taxes: Files for extension without the accountant. Talked with IRS and mailed it
last week. Filing for extension because LAC detail is missing. Hoping to come
to Colorado to take a look at the books for the detail. Needs to touch the
document that Elena has. Extension deadline is May 15, 2009. Status check at
end of March. Lara: Can Elena overnight the paperwork and then send them
back when you are done? Carolyn: This would be very helpful. Need some type
of resolution so that the LAC books maybe get turned over in October so we can
meet tax deadline. Lara: I think this is a reasonable idea. The credit cards are
helping for tax write offs. Carolyn might have another accounting firm that we
could use.
d. Checking account: This report gave detail of what exactly was spent. Gateway
Auth. Billing is a monthly charge. Working with bank to see which fees we can
make go away. The RDL fees are from last year. Talking to them about $2000
tax bill. Don’t know if we will be using them again. Kathleen: concerned about
credit card fees. Were we really taking these into account or are they more than
what we anticipated? We need to be cautious and how are we going to alter our
fees to cover these things. Appreciate that we’re looking into working with the
bank to reduce these. Carolyn: Initial costs have been collected at last annual
meeting. Looking into how to do this as cheaply as possible. Lara: Please send
updates through email as you explore. Denise: are we charged a fee each time
we use the card. Carolyn: 3.65% of the amount is the fee for each transaction.
The branch manager thinks they can make the fees go away. Need to talk with
Gateway. Kay: a lot of the dues are coming through credit cards and it looks like
the membership finds it convenient. Carolyn needs contract information from
Corey.
e. Online bookkeeping: Basic Books in Denver help people set up keeping the
books online. Something new and might take a while to get up. Won’t be
difficult but will just take some time. Will come to Denver to get this set up
probably in April.
f. Treasurer minutes approved.

5) President’s Report
a. Speaker fees: We believe everyone has been paid but Lara will be following up.
b. Letters to Supervisors: Will be going out this month.
d. Send Lara email with folks who are retiring this year. Dr. Steve Hill University
of the Southwest. University of New Mexico has a lot and Kathleen will email
those. Denise: please send these to me as well. Nolan: should we include next
year’s retirees? Shelly Loomis retiring July 31. Anyone else close to that day? It
may be good to recognize them at the annual meeting. Lara: Can someone get an
award for Shelly for her service to RMACRAO? Kathleen: I would be happy to work with others on that. Lara will get people coordinated.
e. Peer review that was approved has been moved to June. Will be asking some board folks to be on review committee.

6) Past Presidents Report
   a. Put out a call for N&E committee and have 6 volunteers all from Colorado. Please email me if you have folks from other states. Lots of excitement from volunteers. Put call for nominations in newsletter. Heard from Lindsey Cornish from CSU that she is interested in VP for CO or treasurer positions. Sally: heard back from some members that we need multiple candidates. Tammy: this is the main reason for the N&E committee and we’ll work to make that happen.
   b. Working on PowerPoint presentations. Want to put this on website in order to recruit. Carolyn: will finish up input on treasurer PowerPoint and get it back quickly.
   c. Thinking about ideas for 1st timer’s session. If anyone has any ideas I’d appreciate it.

7) President Elect Report
   a. D.C. in AACRAO: Has been frustrating because restaurants have not gotten back. Chicago Hilton is the only one that has gotten back. The proposal looks like it will fit in with our budget. Any issues with charging admission fees? Kathleen: Will we have enough people in attendance? It might not need to host a reception – maybe go out together instead. Can we survey the group first to see if they are going to come? Lara: Let’s plan an outing and maybe something similar to what we did at Bubba Gumps in New York. Nolan will follow up with these ideas. Have other possible hotels he can contact. Kathleen: check with Tom or Ben from Credential Solutions to see if they have any suggestions since they are based out of Chicago. Lara: I can help check on some ideas as well. Send options to board through email to get suggestions. Will make progress this week and send email beginning of next week. Kay: I’ll email my friend to get her to respond as well.
   b. Conference Program: only 12 proposals at this point. I assume vendors will have some proposals. Kathleen: we’ll be able to fill out the ones identified for the exhibitor track. You can be assured these will be taken care of. Lara: do we have four or five spaces running concurrently? Elena will have to fill this in. Tentatively thinking 5 sessions per time slot. Lara will follow up on this. Kathleen: always have one or two more sessions from vendors but like to keep balance. Might be somewhat limited number of vendors. ¼ of vendors from last year will not be attending this year. Will be beating the bushes over the next couple of weeks. Please contribute what you can. We do want to spread the vendors out instead of one vendor block, right? Kathleen: this is the best way for us to go. UNM will probably have limited attendance this year. Lara: we should leave exhibitors off on Friday because they usually need to leave. Some folks may come to conference but not stay at the hotel. Nolan: can we poll the membership regarding attendance at national and regional conferences? Lara:
this would be a good idea. Corey: we can offer our survey services to poll our membership. There is a way to do it on the Forum as well and would be a good way to get them there. Lara: can Nolan and Corey work together and then VPs can talk it up through email. Kathleen: Should we send another one in May when budget cuts are more concrete? Nolan: will work with Corey on getting survey out. Anything we need to change with layout of conference? Kathleen: I think everything was fine. Lara: Time for plenary can get cut down. Otherwise things worked okay.

c. Workshop in D.C.: Concerns about attendance did not come up at this workshop. Very valuable experience hearing from leadership, learning more about strategic planning, etc. GA credentialing in cooperation with AACRAO and other regional conferences. How to affectively interact with state legislators. Valuable perspective and pleased with opportunity to go. Kathleen: Would “working with your legislators” be a good session at regional meeting? Nolan: yes this could be interesting. A panel may be great way to present this because of the multiple states represented. Tammy: may look at AACRAO rep to see if they have some expertise in this. Lara: this person is usually willing to present. Lara: is there a certain program I should go after? Association issues? Diversity issues? Nolan: don’t have any preferences. Kathleen: what is the theme for our conference? Nolan: I don’t know. Open for ideas. Maybe higher ed in a struggling economy. Tammy: We should as Elena. Nolan: This is something I could work with plenary speaker on. We should talk to Elena about broader themes. Kay: are there any big gaps that we can try to fill with people we know. Nolan: gaps everywhere. Anything you can come up with would be good. If I get overloaded in any area I’ll let you know. Tammy: any leads on opening and closing speakers? Nolan: I have some leads and put out some requests. Have not heard back. Jeri Anderson – Colorado Community College system. Looking at her for plenary.

8) 2009 Local Arrangements Chair Report (sent via email)
   a. The contract has been signed with the Hyatt Regency Tech Center.
   b. The Hyatt is in the process of approving the master billing account.
   c. I was able to work with Shelly Loomis to get added to the LAC account at Wells Fargo
   d. Between Shelly and I, we were able to get all the remaining bills from the Wyoming conference paid.
   e. The 2009 LAC committee has been formed with members from both Admissions and Registrar
   f. We are in the process of determining what subcommittees we need, what their tasks are, and who will serve on each subcommittee.

9) Exhibitor Liaison Report
   a. Invitations have gone out late to exhibitors but I’ve been in contact with a lot of them. Mostly previous folks. Some people have said yes but don’t have the check yet. Hershey, Credential Solutions, Avow, ACT, Service Members are
examples. Those on rotational basis and those who did not get good leads from last year will not be coming.

b. Have contacted people on past years’ list. Need Elena to design postcard with general information so those going to AACRAO can talk to potential exhibitors. Don’t expect the numbers we had in Wyoming. Lara: please send postcard to me and I’ll divide them out. Corey: would you like me to set up the credit card website so exhibitors can pay online? Kathleen: that would be fine with me but this wasn’t put in the original communication I sent out. Denise: Did Astra attend last year? Kathleen: They have not. Carolyn and I will follow up with them. Registration raised to $500 for early bird and the deadline is February 27. Anything beyond that will be $700. Carolyn: How are we going to spend this money instead of just collecting it? We have to be careful to not just save it. While electricity and tech fees can’t be determined, we need to be careful. The vendor breakfast has gone away. We need to take income and use towards our membership. Lara: AACRAO very concerned with ties to outside constituents and the perception of these ties. Kathleen: Maybe we should include a vendor breakfast this time. Maybe for recognition and feedback. Should we do a vendor award? Not something every year but something to thank the long-standing vendors. Sally: What about special recognitions for exhibitors who have been with us a certain number of years....5 years, 10 years, etc. Lara: I love this idea. (More certificates?) Nolan: I do too, especially if they participate consistently over whatever time period we designate. Carolyn: I think the certificates plus a breakfast would be nice. Kathleen: we already do certificates for their participation. I would like to do a plaque instead. I’ll get back with folks through email.

c. Steve: Question about vendor who wants to volunteer to help with the conference. Can we extend this discussion and come to resolution. Kathleen: Was there any conversation at AACRAO meeting? I don’t think we’re in a big enough organization in this “pay to play” scenario but we should be careful. I don’t want any of our vendors to think we’re giving out preferential treatment.

10) Vice Presidents’ Report

a. Colorado: Economic climate is having an impact. $30 million reduction in this current fiscal year. Next year will have reductions as well. North Eastern Jr. College had their admissions website recognized. Jones International is adding an ESL program. VPs should send membership an email to participate in surveys on the Forum. Corey: Should send link in email.
   i. Travel Grants – 2 applications:
      1. Joann Hossler from FRCC Larimer Campus.
      2. Christy Sanford from CU-Boulder
b. Wyoming: feeling good about where the economy is. Not getting any new money but not getting cut. Community colleges will increase in tuition 4%.
   i. Travel Grants – 1 applicant:
      1. Greg Cunningham – University of Wyoming

c. New Mexico: budgets are being cut all around. Worried about College of Santa Fe’s fate. There have been increases in the number of credits students are taking.
Technology advances are being made and there are a lot of personnel changes. Big changes to organizational structure. Can we feature some schools in our newsletter?

i. Travel Grants – 1 applicant:
   1. Cathy Fuller – University of New Mexico

d. Motion to approve Joann, Greg, and Cathy. Approved.

11) Newsletter Update
   a. Still waiting from some articles. Please get info by Friday. Carolyn: is the info for this meeting acceptable? Sally: I will look and get back to you. I need Corey, Steve and Kathleen info still. Corey: One more newsletter before conference? Sally: yes, in May. Corey: I’ll have something for you then.

12) Historian’s Report
   a. I will be stepping down as historian this year. Should have things fairly wrapped up. Need to address having thing sit around in someone’s office. Kathleen: Would you serve as golf tournament chair? Steve: can’t make firm commitment as I’m contemplating retirement.
   b. Golf: found a place some distance away. Looking for at least 20 people to participate.
   c. UCCS putting job announcement out. Looking for Associate Director for Admissions and Records.

13) Old Business
   a. No old business.

14) New Business
   a. No new business.

15) Schedule next meeting in April in Chicago – date and location
   a. Lara: Two days at lunch time or more extended time? Nolan: I think we should do this a lunch meeting. Lara: speaker phone type of meeting, two consecutive lunches. Kay: if we have internet connection in the room we could do Elluminate then too.
   b. Lara: Motion to adjourn. Nolan: so move. Carolyn: second

16) Adjourned at 11:38 am.