MINUTES
RMACRAO
Board of Directors
April 14 & 15, 2009
AACRAO 95th Annual Meeting
Chicago, IL

APRIL 14, 2009
1. Call to Order at 11:17 am by President, Lara Medley
   Board members present in person: Lara Medley, Tammy Aagard, Kay Leum, Nolan Oltjenbruns, Kelley Christman, Steve Ellis, Corey Wahl.
   Board members present via Elluminate: Kathleen Sena, Carolyn Gutierrez, Denise Esquibel

2. Secretary’s Report
   a. Jennifer has emailed the board the minutes of the meeting on February 6, 2009.
   b. Denise noted the following changes:
      i. On page 2 it needs to read “We also have area code changes as well”
      ii. On page 9 change Kathy Fuller’s institution to New Mexico State University – Alamagordo
   c. Kay moved and Tammy seconded a motion to approve the February 6, 2009 minutes with the changes noted above. Motion approved.

3. Treasurer’s Report
   a. Dues: outstanding dues have gone down. College of Santa Fe will be removed from the membership because they are closing their doors on May 22, 2009. Carolyn will email out a second dues notice containing a PDF invoice and copy the respective Vice Presidents.
   b. Deposit Activity: deposits made from credit cards and check payments are almost equally split.
   c. Checking Account: Carolyn shared concern that there has been less activity, however the bank card fees have continued to escalate. Corey sent Carolyn the documentation from the contract with Wells Fargo so that she could verify that the fees we are being charged are consistent with our contract and possibly renegotiate the fees with them. Kathleen voiced concern as she has during discussions about this in the past, that increasing the fees charged to the membership is going to become an issue for the membership especially during the current economic climate.
   d. Credit Card Fees for Annual Meeting Registration: Corey asked how to determine how much to add on the conference registration fee to cover our credit card service fees. There was general discussion about how to make the calculation, and it was decided that we should be somewhere in the neighborhood of a $10 fee added to the conference registration. Corey and Lara will work on this and get it finalized as soon as possible. Denise recommended that we add the credit card charges to dues rather than registration fees. Corey noted that the membership voted at the last annual meeting to keep the dues the same and add the fees into the conference registration costs.
Budget: an adjustment was made to account for the College of Santa Fe leaving the membership. It was noted that we should still be on track to meet our approved budget even with the lost revenue.

4. President’s Report
   a. Lara thanked Nolan for finding lunch for the board members present in Chicago, Kay for setting up the Elluminate portion of the meeting, Kelley for taking minutes in Jennifer’s absence, Tammy for putting together the PowerPoint presentations, and everyone for their work on the Board of Directors.
   b. Annual Meeting exhibitor postcards are here and will be handed out in the AACRAO exhibitor area.

5. President Elect’s Report
   a. RMACRAO reception at AACRAO will be held at Café LaBionda and there are 19 RSVP’s so far. Nolan will take a test walk today and will post directions on the conference message board.
   b. The Annual Meeting program is lacking about a dozen sessions and Nolan will continue to work to get additional presenters. The main focus at this point has been on the headline speakers who will be:
      i. Opening Session: Stuart “Dr. Humor” Robertshaw. We will need to reserve one of the comp rooms for him to stay in and will work with Elena to get additional travel accommodations made.
      ii. Closing Session: Geri Anderson, President of the Colorado Community College System.
      iii. Plenary Session: Tobias Guzman, Assistant Vice President for Enrollment Management and Student Access at the University of Northern Colorado.
      iv. Plenary Possibility: Jody Donovan from Colorado State University who has done extensive development of parent programming through the student lifecycle.
   c. At this point we do not have any pre-conference workshops. Kathleen suggested that we bring back the Registrar 101 and Admissions 101 sessions and would be willing to help out however she can. Nolan will investigate options for presenters for Admissions 101.
   d. Steve mentioned that LeRoy Rooker is interested in coming to RMACRAO to present again. Corey has spoken with LeRoy and found out that there will be costs involved now that he is with AACRAO Consulting. In order to make it financially viable there would need to be 50-100 people present, and there was discussion about involving additional organizations to help with the cost. Lara suggested that maybe we should book LeRoy for future meetings rather than two consecutive years.
   e. Lara will pursue an in person meeting with Nolan and Elena to make sure that they are all on the same page with conference planning.
   f. Paul Wiley will be our AACRAO representative at the annual meeting and he may be willing to present a legislative type session.
   g. Nolan noted that the veteran’s affairs session at last year’s meeting was very well received and he is had contact with Janet Maestas from Metropolitan State College of Denver to possibly present a session on this.
h. Nolan will work with Lara to get the program posted on the website. The deadline last year was May 1st.

6. Local Arrangements Chair Report
   a. Elena was unable to attend the meeting but sent a report to the board via email on April 14, 2009.
   b. Concern was voiced about the impersonator for the evening event and the nature of the content being presented. It may be a good idea to have others see the act and verify content.
   c. Corey is working with Elena to have web registration up during May. He is working to use SQL server reporting tools to get reports about attendees. We may need to use CU servers in order to have the correct data encryption because of the costs associated if RMACRAO had to purchase it.

7. Exhibitor Liaison Report
   a. Kathleen has not had as much time to devote to contacting exhibitors but so far the following exhibitors are confirmed: Campus Docs, Digital Architecture, Hershey Systems, CollegeNet, Service Member Opportunity Colleges, and Sugard HE.

8. Meeting was adjourned for the day at 12:23 pm.

APRIL 15, 2009
1. Call to Order at 11:47 am by President, Lara Medley

2. Local Arrangements Chair Report, continued
   a. Credentials, Inc. may be interested in moving the Wednesday morning golf tournament to a more expensive course and Steve will work with them on that.
   b. It was noted that we need to keep vegetarian items in mind when preparing the menus. Also, if we are doing a buffet for the business meeting we need to have at least two serving stations or a station that can be served from both sides in order to accommodate our members and still get the meeting done in a timely manner.
   c. We may want to consider asking Avow to sponsor the first timer’s event because of their close physical location to the conference this year.
   d. There was a suggestion to possibly have a chance for the membership to attend a Rockies game during the conference. The Rockies are in town that week.
   e. There was a question about encouraging the membership to bring additional door prizes from their institution. The general consensus was that we would still like to see that happen.
   f. Elena had requested a list of who had sponsored items at the last annual meeting. Tammy noted that this was included in the LAC notebooks that were turned over by the University of Wyoming. There were local sponsorships in addition to those from exhibitors, but Tammy would be willing to speak with Elena to give her additional information if needed. Kathleen voiced concern about needing to
work with her to ask for sponsorships from exhibitors as a part of the reason her position was created to avoid over contacting the exhibitors especially with the increased fees that they are going to be paying this year.

g. Nolan is working to coordinate the corporate presentations into the program.

h. There was discussion about how many we should expect to be in attendance. There was concern about the number of people staying on-site and having problems meeting room guarantees. Corey suggested marketing the meeting heavily to the local colleges because of the location. Tammy also suggested maybe offering a community college track to attract that group even if it were just for a one day registration because of the large number of community colleges in the Denver area. There was a call to think outside the box to attract attendees to the meeting. Corey recommended using the forum to get this information out to the membership.

i. Steve mentioned needing to keep retired members involved so that they continue to contribute to RMACRAO.

3. 2010 Annual Meeting
   a. Kathleen has been in contact with a Hilton resort north of Santa Fe. She will put a proposal together for the June board meeting.

4. Past President’s Report
   a. Nominations and Elections have been very challenging this year. At this point we only have one member willing to run, and she is from Colorado State University. Ballots must be available to the membership by May 15th.

   b. Tammy proposed that since we are in uncharted territory with the economic situation, that we should implement an emergency contingency allowing members who were supposed to go off the board to stay on for an additional year. Tammy would be willing to do the President Elect duties but not an additional term through the presidential series.

   c. Tammy will draft a message to be sent to the membership expressing the board’s concerns with the nominations & elections situation.

5. June Board Meeting
   a. Steve has offered to host the meeting in Colorado Springs.

   b. Lara will set up a Doddle so that we can arrange a meeting date.

6. Meeting was adjourned at 12:40 pm. Moved by Tammy, Second by Nolan.