Board members present: Nolan Oltjenbruns, Corey Wahl, Kelley Christman, Kathy Fuller, Carolyn Gutierrez, Kathleen Sena, Denise Esquibel, Jennifer Schufer, Barbara Tucci, Linsey Cornish. Board members present via phone: Lane Buchanan

1. Call to Order at 8:47 am

2. Secretary’s Report (Jennifer)
   a. Minutes of last meeting – minutes approved.
   b. Discussion: Possible addition of a Communication and Marketing Coordinator to board
      i. The following questions came up: should this be an additional position or should the newsletter editor position just be elevated? Can one person handle all of the components? How does this affect the VP positions?
      ii. Potential positives by adding this position:
          1. Potential to add another admissions person because this type of expertise is typically found in admissions staff.
          2. Position could develop an annual strategy for the organization with a committee made up of the president and VPs.
          3. This person could harness what AACRAO is doing and push it to the regional organization.
          4. Open up communication with member institutions – i.e. new hire packet explaining what RMACRAO is all about and why they should join.
          5. Communication is so broad and expansive and it is important to know how to harness it: we need to spend some intentional time evaluating all the opportunities.
          6. Strategic communication allows us to empower the individual to have a voice.
      iii. Coordinator could be a two year position so they can work closely with President and President Elect on strategies. Newsletter should continue to be 2 years and can be an “entry level” position onto the board. Good opportunity for a new person to enrollment communication strategies to work with an expert in the field.
      iv. Time commitment will be similar to what the web developer does each month. Lots of work for the first two years then even out.
      v. Carolyn made a motion to approve the position. Barbara seconded. Motion approved.
   vi. Action Items:
      1. Jennifer to get the existing newsletter editor bylaw from Sally and will make the update.
      2. Once drafted the VPs would send out to the membership with a letter from Nolan.
      3. Give membership time to look at the position, what it means and have the VPs look at potential people for this position and bring names back to next meeting for consideration.

3. Web Developer’s Report (Corey)
   a. Conducted a survey to regional and national organizations about what they do for registering for conferences and membership, etc. Lot’s of different things happening – a couple good ones. Georgia and Pacific seemed to be the most advanced/organized based on responses.
      i. Questions asked:
1. Do you accept credit cards for payment of dues and conference registration?
2. What technology of product if any do you use to maintain your membership directory?
3. Do you have a listserv? If so which product or service, or technology?
4. Do you have a forum, blog, wiki, or otherwise for your membership to use? If so which technology and product?

b. Membership Directory
   i. Discussion about what data elements should be collected.
   ii. Corey will build the tables originally and then the VPs could edit or institutional contact could edit as well.

c. Conference Registration Solution
   i. A dynamic form with the appropriate security took a long time to build in house. Started looking for web solutions we could purchase to manage this.
      1. Regonline.com
         a. Boulder company
         b. Free upgrades, nothing to install
         c. $4.95 per registrant if we do pro.
      2. Cvent: very expensive, need to set up a contract
      3. Need to compare RegOnline vs. Wells Fargo/Authorize.net costs
      4. It could be about $12.50 in fees to register. Will need to take this into account when setting conference fee and membership dues.
      5. Next step would be Corey working with Carolyn to get exact pricing down. Look at conference registration for 2010 and dues for 2011.

d. Forum
   i. Working on FAQS and videos that people can review to learn how to use the Forum.
   
   e. Adding pictures from conference.
   f. Verifying that all additional school info/honorary info are added to the website.
   g. Changing logo to vector graphic instead of jpeg.
   h. Providing RMACRAO font types and establishing a style guide.
   i. Working on communication plan for membership.
   j. Polishing up navigation of website.
   k. Improvement of content on website > watch email soliciting help on this.
   l. Corey will send board members user names to log in to SQL server to get files/reports.
   m. Kathleen would like to have Corey’s work put up for nomination for national recognition.

4. Treasurer's Report (Carolyn / Kathy)
   a. Institutions who did not pay last year will be charged for this year and last year.
   b. “Contact List for RMACRAO Billing” sent by email. VPs need to evaluate and send any changes back to Carolyn by October 20 – make sure to cc Kathy.
   c. Checking Account Activity
      i. There is no longer an LAC account.
      ii. LAC is given a card to use that is attached to a savings account with only the amount of money they are allowed to spend in it.
      iii. Need to consider assigning a budget to the LAC and they need to work within that budget. Need to be more accountable and only the board can approve the amount of funds to be put in there. Starting out with $3000 seed money with the understanding that Kathleen will let us know if she needs more.
   d. Going to do a 6-month review of our bank and credit card rates.
   e. Need to start following up with people who haven’t paid dues no later than March 2010 otherwise we may not get paid in the right fiscal year.

5. President’s Report (Nolan)
   a. Leadership Workshop in April, New Orleans
i. AACRAO is rethinking this concept and it won’t be happening in December. It will be combined with the annual meeting in April as possibly a preconference workshop.

b. FERPA Workshop in Boulder (Corey/Carolyn/Kathy)

c. Expanding our Reach beyond the Annual Meeting
   i. What other additional programming could we do? We need to be thinking about this as possible additional revenue streams to the organization.
   ii. Adobe Connect Pro for live meetings, videos, webinars, etc.
      1. Do some videos on basic topical areas. Could lead to more specific break out sessions during the annual conference.
      2. Need additional programming beyond annual conference.

d. Newsletter Position Filled
   i. Paul McCarty – Assistant Registrar at the University of Denver. Paul has lots of good tech skills and newsletter production experience.
   ii. Sally has been using Pagemaker but she is fine with whatever new direction the new editor would like to take the newsletter.

  e. Appointed position write-ups: need to move on to take care of these too

6. Tour of Buffalo Thunder facilities
   a. There are a lot of things to do both in and beyond the resort, good transportation to Santa Fe, lots of food options.
   b. Hotel rate is $129 per night – possibly 50, 90, 90, 25 for daily room blocks.
   c. Must ask on registration which events with meals people will be attending.
   d. Can we negotiate a few years in advance to get this rate set now? This would be a good idea > Denver – 2011; Wyoming – 2012; Denver – 2013; New Mexico - 2014
   e. This could be a location where we could rejuvenate and add a lot of cultural nuances.

   f. Resort Facilities
      i. Use smaller ballroom
      ii. Jemez Balcony for President’s reception
      iii. Possibility of Homewood Suites for families if they want.

7. Past President’s Report (Lara) – Lara was not in attendance – no report available.

8. President Elect’s Report (Barbara)
   a. Looking into program and session offerings. Some presenters may be free.
   b. Planning for AACRAO reception in New Orleans. Red Fish Grill is coming out on top right now. Carolyn will be in New Orleans this fall and can do some site scoping.

9. 2009 Local Arrangements Chair’s Report
   a. 2009 Wrap-up (Elena) – Nolan to connect with Elena and get reports on final numbers.
   b. 2011 plans at Hyatt Regency (Nolan)
      i. CSU and UNC will co chair the LAC team
         1. Skip Ackler will lead CSU team
         2. UNC leadership TBD
         3. Would like to id this group soon so they can shadow this year’s team.
      ii. Contracts were revised to reflect what we agreed to and have been finalized.

10. Exhibitor Liaison’s Report (Kathleen) – getting started now that we know where we’ll be hosting.

11. Vice Presidents’ Reports
   a. Colorado (Linsey)
   b. Wyoming (Lane)
      i. **Western Wyoming Community College** – The main campus and all outreach sites held a Celebration Week from September 26 to October 4 to recognize the College’s 50th anniversary. Founded in 1959, WWCC has grown from 40
students to over 3,700 credit and 1,500 non-credit students. FTE is at a record high this semester with over 2200 students as of the last day to add full semester courses. Heather Sanders, a former WWCC student athlete on the women's basketball team, is our new Admissions Counselor. Heather has an Elementary Education degree from Montana State University in Bozeman. WWCC’s Financial Aid and Information Technology offices joined Admissions and Registration & Records in using ImageNow for document storage, retrieval and workflow. In September, Datatel ActiveAdmissions went live on WWCC’s website to provide a personalized online experience for prospects and applicants. Director of Admissions Joe Mueller will complete the NAFSA Academy training at the October Region II meeting in Albuquerque. Registrar Kay Leum has been chosen as a faculty member for the Orientation Professionals Institute that trains and prepares new professionals in new student programs and transitional services. The Institute will be held as a part of the National Orientation Directors Association 2009 National Conference in Anaheim, California in November.

ii. University of Wyoming went to Banner 8 this week and installed the new portal. Working through subsequent issues.

c. New Mexico (Denise)

i. Going live with Banner 8 in spring. Enrollment seems to be up all over the state.

ii. Updating membership list to notify about retirees.

iii. NMSU – director of financial aid posting in January

12. Newsletter Update (Sally)
   a. If you haven’t gotten your information into Sally do it now.

13. Historian’s Report (Kelley)
   a. No report

14. Old Business

15. New Business

16. Next meeting in February in Denver, Colorado > Nolan to send out email regarding potential dates.

Meeting adjourned at 4:31 pm.