RMACRAO Board of Directors Agenda

June 14, 2010

New Mexico

Members Present in Person: Nolan Oltjenbruns, Dahl Grayzkowski, Lane Buchanan, Barbara Tucci, Kathleen Sena, Lara Medley, Denise Esquibel, Kathy Fuller, Kelley Christman, Carolyn Gutierrez.

Members Present via Phone: Jennifer Schufer, Corey Wahl, Paul McCarty

1. Call to Order (Nolan): At 8:15 am MST

2. Secretary’s Report (Jennifer)
   a. Minutes of last meeting – Change minutes to reflect that there are some schools with outstanding dues. This will be taken care of in detail during the Treasurer’s report. Jennifer to make changes and send to Corey for the web.
   b. Communication and Marketing Coordinator

3. Treasurer’s Report (Carolyn / Kathy)
   a. Outstanding dues discussion
   b. Budget Review: Carolyn voiced concern that the website costs have increased and she will talk to Corey about why this change occurred.
      i. Credit card fees will also be over budget for the year by approximately $700 by the time we have finished with conference registration.
      ii. The CVENT cost must be incurred in the current year because we are a cash basis.
   c. RMACRAO Travel Grants deadline was extended to July 1 (moved by Kathy, seconded by Barbara) motion approved. The Vice Presidents will send out the updated information to their respective states.
   d. Professional Development Scholarship deadline was also extending to July 1 (moved by Lane, seconded by Kathy) motion approved.
   e. Taxes:
      i. Beginning cash must be reconciled down to ending cash because we are cash basis.
      ii. The LAC was over approximately $9000 for the 2009 Annual Meeting in Denver, which was discovered when the main account and the LAC account were combined. That is a cost of $48,232 for the 2009 Annual Meeting, the meeting in Laramie was $35544, and the past meetings were averaging around $35,000. Carolyn is recommending a strict budget for the LAC and if the amount needs to be exceeded there must be approval by the Board of Directors to increase accountability.
      iii. We had a loss on our tax return of $9292 for the 2009 tax year. This will need to be announced at the business meeting so that we are completely transparent to the membership about the expenses we are incurring.
      iv. There was discussion about having an independent group of member institutions do some sort of an audit of the organization’s books, as was done in past years. Carolyn mentioned that we do have an independent bookkeeping company that reviews our information.
v. Carolyn suggested that we create a LAC Committee because of the amount of experience that leaves the board each year to make sure that is a resource for the current LAC to be able to pull from. Nolan mentioned that maybe there should be an appointed person on the Board of Directors that would be an expert in arrangements that would work in conjunction with the people who are geographically close to the conference location; this would help with the problems in transitioning each year. Denise suggested that we possibly add LAC duties to the Vice President of whichever state the annual meeting is being held in.

4. President's Report (Nolan)
   a. State/Regional Leadership Workshop
   b. Colorado VP position filled
   c. Appointed position write-ups
   d. AACRAO Rep: Betty Huff
   e. Westwood College has submitted an application for membership. They have three campuses that would all like to be a part of our membership. We have a deadline for applying for membership that is 60 days prior to the annual meeting; there was discussion about waiving the deadline due to the current economic situation. There would need to be a vote by the membership about the deadline extension as well as the membership. There was a motion to put both items on the business meeting agenda on the (Denise moved, Lara seconded), motion was approved.
   f. Corey mentioned that there is a Rocky Vista a new medical college in Parker, Colorado. This would require associate membership. This may be something that we could potentially recruit to our membership. Either the marketing coordinator or the vice president for Colorado should contact them to see what opportunity there is.

5. Past President's Report (Lara)
   a. Lara will be contacting vice presidents to find retirees from the membership. The cutoff for voting was last Friday, and so the elections are official. Kelley Christman from the University of Northern Colorado will be President-Elect, Kathy Kendall from Fort Lewis College will be Secretary and Carolyn Gutierrez from the University of New Mexico will be the Vice President for New Mexico.
   b. Kathleen brought up honorary membership for Christopher Kyle Sena, as he has been involved with the organization for a number of years. We need to see if there are guidelines about who can be awarded honorary membership. Corey also mentioned that he had heard that most of the regional AACRAO organizations have made LeRoy Rooker an honorary member. After researching the bylaws and articles of incorporation there was nothing found to stipulate that the honorary membership must be awarded to an official member of the organization.
      i. There was a motion made to grant honorary membership to Christopher Kyle Sena (moved by Lane, seconded by Carolyn), motion was approved by the board and will be carried forward to the membership at the annual meeting.
   c. There was a motion made to grant honorary membership to Tom McKechney from Credentials and Joseph Orndorff from ScripSafe (moved by Kathy, and seconded by Barbara), motion was approved by the board and will be carried forward to the membership at the annual meeting.
d. Lara is working on ideas for first timers, and we will not be having an end-of-meeting breakfast but they will have a session to attend on Friday instead.

6. President Elect’s Report (Barbara)
   a. The program is pretty filled out at this point. The closing session speaker will not be able to present as planned, so Barbara and Kathleen are working to find an additional presenter. Barbara will send an updated program to the Board as soon as possible.
   b. She has received additional door prizes and donations, if anyone has anything additional please ship to Barbara or bring with you to the Annual Meeting. AACRAO will also be sending some mugs, flyers, and other items.
   c. There was discussion about the importance of minimizing the cost of purchasing name badge holders. Corey mentioned putting an insert in the badge about our initiative along with the drawing information.

7. Local Arrangements Chair’s Report (Kathleen)
   a. Planning is going okay, but the committee is nervous because of the number of registrations. Kathleen has put together a marketing plan to remind people about the golf tournament, registration, and hotel reservations. Corey mentioned that CVENT has the ability to send out reminders to those who received an event invitation but have yet to register. Kathleen will work with Corey to get the reminders customized and sent out.
   b. There was concern about being able to register for the hotel online, and Kathleen is working with the Hilton to get a dedicated link for our block of rooms.
   c. Entertainment arrangements have been made. There are mariachis as well as an Indian dance troupe. The Wednesday event will be held in the Children’s center area for a game themed evening. Kathleen also has a list of events happening in the area during the week of the annual meeting. There will be no event on Thursday evening for participants to enjoy the local area. Kathleen has exhibitor sponsorship for shirts, bags, and one break. She is trying to find sponsors for additional breaks and entertainment.
   d. The College of Santa Fe will be printing the program, and the certificates will be handled by an exhibitor, and New Mexico State will donate folders for the certificates.

8. Exhibitor Liaison’s Report (Kathleen)
   a. There are thirteen exhibitors registered at this point, and there are several exhibitors who have attended in the past that we haven’t heard from at this point. We are still running into problems with competing with the AACRAO Technology Conference for exhibitor attendance.

9. Vice Presidents’ Reports
   a. Colorado (Dahl): Dahl has been able to update the membership online, and will work on calling the schools to get their dues up to date. The Governor signed a bill a week ago that allows public schools to adjust their tuition up to 9% for 5 years without consulting the state.
   b. Wyoming (Lane): Lane is also working to update the directory, and is having difficulty in getting communication back from the institutions.
   c. New Mexico (Denise): Enrollments are up, but there has been big turnover in recruiters. The NM Dept of Higher Education is looking to fund positions
temporarily doing institutional research type projects. If anyone is interested please contact Denise to get the information.

10. Web Developer’s Report (Corey)
   a. Very impressed with the CVENT product, and we have great flexibility in the future including a registration for exhibitors, setting up a marketing and communication plan ahead of time to be sent automatically, putting an agenda in to set up tracks for conference attendees. Corey will be sending out a reminder email to those who have not registered for the conference yet as soon as he gets wording from Kathleen.
   b. Wants to update information that is available on the website, would like to make an effort to write up some information for those who visit the website. We need to understand our target audience and what it is they would like to see about RMACRAO.
   c. Kathleen suggested having a table in the exhibitor area to gather suggestions about the website and other suggestions. This is something that could be handled at assigned times by various board meetings.

11. Newsletter Update (Paul)
   a. Nothing new to report, other than the newsletter went out as planned. Looking forward to working with the new marketing coordinator and the web developer to coordinate communications and re-think what we do.
   b. Denise suggested that maybe we re-think the format of the newsletter such as highlighting a couple of schools each time we send out a newsletter.

12. Historian’s Report (Kelley)
   a. Nothing to report at this time. Still have not received any information from Steve Ellis so that may be a project for the next Historian.

13. Old Business

14. New Business
   a. We need to update the website with the information that they will be voting on at the business meeting.

15. Next meeting
   a. Will be taking place on July 23.
   b. Carolyn suggested we do a pre-conference board work session to make sure that we have everything covered. Nolan will put out a follow up on that so that we can get an idea on numbers of participants and times and locations.
   c. Lara moved to adjourn, seconded by Carolyn. Meeting adjourned at 12:38 pm.