RMACRAO Board of Directors Meeting
July 19, 2013
Fort Collins, Colorado

Current Members Attendance: Sally Page, President; Charlie Couch, President Elect; Lane Buchanan, Past President; Jamie Yarbrough, Vice President Colorado; Jacobo Varela, Vice President New Mexico; Kyla Foltz, Vice President Wyoming; Paula E. Martinez, Secretary; Nolan Oltjenbruns, Historian; Carolyn Gutierrez, Treasurer; Chris Seng, Treasurer Elect; Paul McCarty, Newsletter Editor; and Corey Wahl, Web Developer.

Past Members Attendance: Kelley Christman, Past President; Stacy Maestas, Vice President Wyoming; and, Lara Medley, Exhibitor & Local Arrangements Liaison.

I. Sally Page, President, called the meeting to order at 11:45 a.m. Started with introduction of those in attendance.

II. Welcome New Board of Directors: Charlie Couch, President Elect; Jamie Yarbrough, Vice President Colorado; Kyla Foltz, Vice President Wyoming; Chris Seng, Treasurer Elect; and Paula E. Martinez, Secretary.
   a. New members will obtain Board notebooks from outgoing members. Charlie will send everything electronically to Paula.
   b. VPs will pass distribution list to new VPs.

III. 2013 Annual Meeting Discussion and Feedback
   a. Room rates were $119 and a special room rate for five at $79.
   b. Meeting rooms great and easy to get to.
   c. Rooms were freezing.
   d. Consider an outdoor presidents reception.
   e. Recommendation to present a letter of appreciation to the hotel. Charlie will work on one.
   f. It would be nice to do something around the pool even if it is hot.
   g. Flow of food for business meeting needs to be reconsidered, and tables too close to walk through. May want to think about the flow with a walking path.
   h. Microphone in the Ballroom (directional). White noise may have had an effect.
   i. Some rooms had microphones and some did not. For those without a microphone it was difficult for audience to hear presenters.
   j. Consider creating tracks by areas.
   k. Consider serving all constituents (e.g. private, large/small, proprietary, or new).
   l. Have panel presentation set up with a variety of institutions (e.g. private, large/small, proprietary, or new).
   m. Consider who we are as an organization and what we are trying to accomplish.
   n. Maybe look at other options like Webinar, peer reviews other type of services such as consulting services.
   o. Some attendees expressed the general session presented by Mike Reilly was interesting.
   p. Last year they liked the wrist band USB with presentations on it. (USB drives are expensive).
   q. Recommendation to provide power points to the membership. Sally will send a thank you and ask for power points and/or handouts. Cory's future goal is to have them ahead of time to place on the web-site, preferably 30 days ahead of time.
   r. Some concern was expressed that Ellucian was not in attendance as most of the members are Ellucian clients. Chris will send them something asking why they are not interested in attending.
   s. Would be nice to have someone from HLC. This year, there was a schedule conflict. Consider a pre-conference workshop. Reminder that pre-conference requires at least 35 registrations in order to profit.
   t. Recommendation to have AACRAO representative to talk about fraudulent activities (e.g. diplomas, credentials, transcripts).
AACRAO is not providing enough training for members (outside of Registrar/Admissions 101) for things like accreditation, etc. Chris talked to Mike Reilly about this.

We made money this year from pre-conference, Nordy's BBQ, and last minute registration.

Recommendation to have a social hour to mingle with everyone better similar to the Wyoming event. The casino night allowed for people to stick around and socialize with others.

Got great feedback from first timers; will send to the entire Board (Carolyn & Sally).
  i. Would like to match up with seasoned professional.
  ii. Meet and greet by profession.
  iii. Assigned seating in the Business luncheon.
  iv. Picture taking at the business meeting provided a delay (move it along).
  v. Leave time to talk with presenters.
  vi. More sessions per time block, less time with the vendors.
  vii. Don't want to be pressured by vendors as they are not the decision makers.
  viii. First time wrap-up during the time of other sessions doesn't work.
  ix. More sessions for non-managers. More skill-building (e.g. you have been promoted, now what.)
  x. Mentoring.
  xi. More team-building activities.
  xii. Tour of the school(s).
  xiii. Would like sessions to demonstrate how something was done, not what was done.

Need willing presenters to accommodate all these suggestions. Maybe recruit first timers to present the following year.

Charlie will compile evaluations, send to presenters, and present to the Board in October.

IV. Newly Approved Changes to Bylaws.
  a. Need to make changes that were presented this year including membership application dues. Lane will provide Corey with the official language to modify.
  b. It was mentioned that in the by-laws institutions must have both the Registrars and Admissions office involved in the membership; however, some are combined with functions that identify them differently such as Enrollment Services. This can be a technicality or possibly a potential by-laws language update to be more flexible.
  c. Tom Hartman explained that accepting their institution can open a new door to serve the proprietary schools.
  d. Discussion to save the two schools that may fall off. In order to maintain membership, the schools have until September 30th to pay current and past dues. There may be institutional issues with director turnover and a tight budget, or not enough coverage to get involved. Goal is to bring them back and present benefits. Carolyn recommended provide reasons you should stay and present it to the school from the President. Carolyn has an original letter that was written by Nolan. Sally will work on getting the letter out to the schools.

V. 2014 Annual Meeting Discussion
  b. Carolyn will be recruiting others to help with the planning including co-sponsors.
  c. Sally will be in touch with AACRAO (Robin Green) for SPEEDE track since data exchanges are big right now.
  d. Consider NM Higher Education Department to present.
  e. Sally heard from some admissions folks to have more admissions sessions. Charlie (program committee chair (President Elect)) will look to have some people come in from Admissions.
  f. Think about an AACRAO representative.
  g. Members want more transparency with money expenditures: Largest expense is the annual meeting. Discussion on how the fees are paid for sponsors/vendors, credit card charges, flat fee that is included in the cost, and how much is coming out of the budget. There was a recommendation to add quarterly financial breakdown in the newsletter. Carolyn talked about creating a savings account to shield/protect the monies. Currently, Carolyn is unable to make
changes because Susan is listed on the tax exempt/articles of incorporation (domestic non-profit)-Lane working on getting this changed. Need to add Chris and Corey on the account, and remove outgoing Board members.

VI. **Next Meeting, October 21 and 22.** Carolyn will figure out the number of rooms required and will send out accommodations to the Board. The meeting will be at the Crown Plaza Hotel & Conference Center.

VII. **Additional Items.**
   a. **Adding First-Time Attendees to Listserv/VP distribution lists.** Corey will add all first-time attendees, and update the VPs distribution Lists. Corey has set up the listserv, needs to add legal disclaimers. Would like VPs as moderators along with Corey. Moderators would be able to subscribe. Members can also automatically unsubscribe. If moderators get errors, they will be able to modify the listserv. Corey is working on a Web interface to add new members; he needs to test the listserv before rolling out.
   b. **New Member Institutions.** Recommendation to send new member institutions a welcome letter from the President. Sally agreed to do this.
   c. **Exhibitor/LAC Liaison Position.** Corey taking on the exhibitor/LAC Liaison position, and will continue to be the Web person until further notice.
   d. **Contract for Colorado Springs Marriott for 2015:** Lara Medley presented a contract proposal. Contract starts on 14th -- conference July 15-17. Room night commitment accommodations for 100 with a room rate $129 and four-free room nights, food and beverage $12,000 minimum (will spend approximately $16,000). It was recommended to consider increasing the room count of 100 as there were not enough rooms at this year’s Annual Meeting. We shouldn’t have that problem next year as there were too many other events going on in Fort Collins this year at this facility. It is important we encourage people to book early. Lara and Corey will work with the hotel to finalize contract as it is 3-month process. Corey will present final proposal at the October Board meeting. Kyla Foltz, Vice President Wyoming made the motion to approve the presented contract proposal; Charlie Couch, President Elect, seconded the motion; unanimous approval by the Board.
   e. **Other.**
      i. Need to work on developing the marketing and communication position. Web developer position may be eliminated since the web site will be managed by content management system (CMS-Word Press), which is easy to maintain. Corey will train everyone. The Marketing and Communication Coordinator position may be able to maintain it. Corey will continue to build the framework to allow for easy transfer and will be cognizant of cost (little to no cost).
      ii. **Future annual meeting schedule.** Typically the third week of the month (in bylaws but flexible "typical"). Dates for 20176 meeting to be considered including setting up hotel accommodations.
      iii. Think about schools that may consider hosting in Wyoming 2016.

VIII. **Adjourn.** Charlie Couch, President Elect, made the motion to adjourn; Lane Buchanan, Past President seconded the motion; unanimous approval by the Board.