RMACRAO Board of Directors Meeting Notes  
July 18, 2014, 1:00 pm – 3:00 pm  
Crown Plaza Hotel  
Albuquerque, New Mexico

Attendees: Charlie Couch, President; Sally Page, Past President; Nolan Oltjenbruns, Historian; Chris Seng, Treasurer; Kyla Foltz, Vice President Wyoming; Nonie Wainwright, Marketing and Communication Coordinator; Corey Wahl, Web Developer; Kathleen Sena, Vice President New Mexico; Denise Esquibel LAC Co-Chair 2013-2014 Annual Meeting; Carolyn Gutierrez, LAC Co-Chair 2013-2014 Annual Meeting and outgoing Treasurer; Matt Cox and Jason Maxwell, upcoming LAC Co-Chairs.

1. Call to Order (Charlie Couch)  
   a. Confirm Quorum

2. Introductions and Welcome New Board of Directors: Kathleen Sena, Vice President New Mexico; Matt Cox and Jason Maxwell, LAC Co-Chairs.

3. 2014 Annual Meeting Discussion and Feedback  
   a. Frustration with internet access for membership and presenters. Need to have backup for hot spots next year. It is important that when selecting the hotel to test the internet connections prior to the meeting, and to look at reviews with trip advisors.  
   b. Exhibitors and sponsors must be in the program, some were missing this year.  
   c. Need new name badges and lanyards for upcoming meetings, something cheaper and easy to replace. Membership and exhibitors would like a large font for the first name on the badge to easily see the name of participants.  
   d. Incorporate door prize announcements in the script during the Annual Meeting.  
   e. Video on the website for registration was marked private for one month.  
   f. In kind donations should be listed in the program or somewhere.  
   g. Need to be more prepared for first timers and exhibitor prize drawings.  
   h. Pre-conference said breakfast would be served and it wasn't. This was a mistake from last year. LAC needs to look at the program breaks and accommodations with food.  
   i. Room turns were a challenge for the hotel. LAC needs to let them know of room changes throughout the program since everything is timed.  
   j. 4-year registration session must be in a larger room. We have the same problem every year.  
   k. Registrar and records heavy. Need to balance it with Admissions. Think about marketing opportunities and benefits for Admissions. Matt will work with Nonie to reach out to folks in the Office of Admissions.  
   l. Recommendation to have front desk coverage from the Board since membership would like to see the Board up front.  
   m. Have more presentations on enrollment management and financial aid.  
   n. Make sure presenters understand that they would need a laptop for any PowerPoint presentations.  
   o. Headcount was unclear for meals. Need to set something up in registration to know who is attending the president’s reception and the dinner event.  
   p. Would like the actual number of exhibitors and the name of the person from each vendor.
q. Should we bill no shows? This will affect the bottom line in costs. This is a good
discussion for the October meeting to ensure disclaimers are clear. In the
meantime Carolyn will bill the no shows. We should follow our refund policy.
Carolyn will provide Chris a list of who paid and attended and also who did not
pay and did not show.
r. Communicate to applicants that they would register for the Annual Meeting at a
non-member rate.
s. The general sessions were slated 1 1/2 hours but were only 1 hour; we should
schedule them for one hour.
t. Start opening session at 1 and get the morale going with door prizes for the
opening session.
u. Print out a second set of badges for door prizes.
v. Pre-conference workshop is usually a buffer. We did not know that we couldn't
charge for pre-conference. Need to setup by January.
w. We paid three nights for each speaker. Maybe limit the number of nights to cover
general speakers. It is difficult to standardize because it would depend on the
needs of the speaker. This should be left up to the program committee and in
consideration with the budget. This year the cost for the speakers was
$2,100.00.
x. Attendance last year was 141--we may break even this year depending on hotel
bill.

4. First Timers Feedback
   a. Have the general session later in the day.
b. More on admission workflow and relationship with admission and registrar offices.
c. Would like a sessions on:
   o Technology and business practices related to the admissions office.
   o Specific sessions on best practices with SIS systems.
   o Customer service and dealing with students.
   o One stop shop pros and cons.
   o Cultural sensitive.
   o Hiring or working with a diverse staff.
   o International students.
   o Concurrent/dual/credit for high school students.
   o Higher Learning Commissions representatives.
   o How to get involved with RMACRAO and AACRAO.
   o How to present the benefits of conference to supervisors.
d. Liked roundtable sessions to ask questions. Presenters need to have questions
available as well.

e. Travel grants appreciative but would like it to be more money.
f. Like the fact that there is no late registration fee and that we accept walk-in
registration.
g. Enjoyed first timers lunch.
h. Would like a continental breakfast Thursday and Friday morning. Would like to see a
   notation in the program that breakfast is on own time or start later to allow time for
   membership to get breakfast.
i. Complained about the lunch and that the food wasn’t hot.
j. Cold in the rooms.
k. Hotel holding $50 for amenities.
l. Would like to see the PowerPoint presentation on the website prior to the
   conference.
m. Would like an open bar.

n. Attended the minute-to-win-it and felt bad that more people weren't there. Maybe have it after the president's reception.

5. **2015 Annual Meeting Discussion**
   a. The Board will meet for the October meeting at the Marriott in Colorado Springs. This will include a tour. Rooms are available Sunday and Monday at the conference rate. Corey will send out the information when to reserve our rooms.
   b. Corey will send the contract for the Marriott to the program committee.
   c. Matt, Jason and Tracy Barber will be on the local arrangements committee.
   d. Colorado budget is significantly higher: $31,800 compared to New Mexico Budget of $24,500.
   e. Documents will be in the cloud including program template, LAC checklist, and scripts. Carolyn will also put LAC budget information in the cloud.
   f. Corey will add the Local arrangements committee and new members will be added to the various distribution lists. New passwords will be sent out to the Board.
   g. Corey will be the main point of contact to LAC and the program committee. The Program Committee is responsible for the overall logistics of the Annual Meeting, putting together the program including speakers, topics, etc. LAC can also recommend speakers in the area for general sessions or pre-conference ideas. Denise will take care of getting the AACRAO representative for either a general session or workshop.

6. **Next Meeting, October 20 – 21, 2014, Marriott in Colorado Springs.**

7. **Additional Items**
   a. Homework assignment for October to think about the future of the organization. Expanding the size or jumping on board with another organization like PACRAO. Consider partnering with Nebraska, Kansas, Eastern Idaho, Montana, etc. Maybe send some scouts to PACRAO, which is this fall term.
   b. We have exhibitor issues where less want to come.
   c. We need to consider our expenses. Do we need gifts?
   d. We need more members.
   e. Need to improve the registration on CVENT to know exactly headcount for food.
   f. Send out a thank you message to attendees, presenters, facilitators from the President and remind them of next year's annual event.

**Adjourn.** Denise Esquibel, LAC Co-Chair, made the motion to adjourn; Sally Page, Past President, seconded the motion. Motion approved.