

IACRAO Executive Board Meeting Minutes  
November 21, 2014  
Illinois State University

Call to Order

President Katherine Thompson called the meeting to order at 9:11 a.m.

Members Present:

Katherine Thompson (President), Jennifer McClure (President Elect), Jennifer Harbaugh (Secretary), Jeremy Bradt (Treasurer), Cody Baggett (Treasurer Elect and West Central District Chair), Heather Yeager (Professional Activities Officer), Tiffani Robertson (Equal Education Opportunities Officer), Jason Rotzoll (Archivist), Christopher Huang (Northeast District Chair), and Robert Kerr (East Central District Chair)

Dan Weber (Past President) via conference call

Members Not Present:

Chris Leopold (*Chronicle* Editor), Pam Walden (Web Site Manager), Jerry Montag (Northwest District Chair), Shara Kayser (Southern District Co-Chair), and Patrick Sears (Southern District Co-Chair)

REPORTS

**Secretary**

Jennifer Harbaugh presented the minutes from the October 31, 2014 executive board meeting at the Double Tree Hotel in Alsip, IL.

*Motion: It was moved (Jennifer McClure) and seconded (Tiffani Robertson) to approve the minutes as presented. Motion approved.*

**Treasurer**

Jeremy Bradt shared the treasurer report (included on page 9).

Initially the membership voted to have a reserve fund, but it was not decided where this fund would be housed. The current amount in the CDs is enough for this fund. Both CDs mature at the same time (November 27 is the next date). Therefore, a decision must be made today if we want to make any changes or we will be required to wait until November 2015. It was suggested to cash out CD 2 and deposit \$4,000 to \$10,000 in CD 1. The remaining amount can be put into savings and we can decide at a later date what we may want to do with this money.

It is agreed that it is best to have a separate reserve fund. Since this fund should equal full operating expenses, \$10,000 should be deposited into CD 1 as this will bring the total to \$51,389.30. With a reduction in the travel line item of the proposed budget that went to the membership, full operating expenses are approximately \$51,000.

*Motion: It was moved (Jennifer McClure) and seconded (Cody Baggett) to renew CD 1, cash out CD 2, and deposit \$10,000 into CD 1 with remainder put into savings. Motion approved.*

CD 1 will roll for another 12 months.

Enrollment verification is still needed for the scholarship winner that is transferring to Northern Illinois University.

Bill Stewart from Imaging Office Systems is the only vendor that we need payment from for the annual conference. Dan Weber is going to follow-up with him.

Jeremy has spoken with Sulaski and Webb CPAs. A letter from the IRS confirms that documentation was received from the accountants. Documentation for next year already has been submitted to Sulaski and Webb. While this firm is familiar with higher education, concerns exist about continued customer service issues and late filing. This information has been conveyed to the firm, but the same challenges resurface. IACRAO should not pay a late fee when we continue to file early. While IACRAO has been with this firm since 2007, Jeremy is going to follow-up with the IACAC Treasurer (they also utilize Sulaski and Webb) for feedback and hopefully, meet with his contact from Sulaski and Webb today for further discussion.

There are two late registrants from the annual conference that need to pay. Both parties, Southern Illinois University Carbondale and University of St. Francis, want to pay with a credit card.

### **Professional Activities Officer**

Heather Yeager reported that there were 55 votes for the Bright Ideas poster presentation at the 2014 annual conference compared to 15 to 20 attendees for a formal presentation session at prior conferences. Verbal feedback from attendees was positive as people enjoyed the opportunity to stop in the poster presentation room throughout the day. Chris Leopold was this year's winner. Next year the voting will be more private and departments will be encouraged to submit a team poster in addition to individual participants.

**Equal Educational Opportunities Officer**

Tiffani Robertson confirmed there are seven potential members for the diversity committee. The initial goal was a team of five. She will be in touch with members in the next few weeks to discuss potential sessions related to undocumented students and professional development. Next year's conference will include at least two diversity sessions, but the committee is aiming for three to four.

**DISTRICT CHAIRS****Northeast District Chair**

Christopher Huang shared that possible locations for a combined district meeting with Northwest include College of DuPage, Governors State University, and Wheaton College. Dates of March 13, 20, and 26 are being considered. Session topics may include the importance of front line staff for student engagement and success as well as digital fluency.

**Northwest District Chair**

Jerry Montag was not present.

**West Central District Chair**

Cody Baggett confirmed that the combined district meeting with East Central will be Friday, March 13 at the Illinois State University Alumni Center. Potential session topics include undocumented students and birds of a feather. As a way to get more staff involved in IACRAO, the plan is to discuss the district chair elect opportunity at the meeting. The hope is that this outreach will generate enthusiasm and allow new members to serve. It was confirmed that the individual in this position must be a member of IACRAO. Jeremy Bradt is going to provide the membership list to all district chairs.

**East Central District Chair**

Robert Kerr had no additional comments.

**Southern District Co-Chairs**

Shara Kayser and Patrick Sears were not present. Heather Yeager confirmed that the Rend Lake Marketplace will be the location for this meeting.

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### **Chronicle Editor**

Chris Leopold was not present. Katherine Thompson confirmed that the next submission due date for the *Chronicle* is Friday, December 5. Any board member that would like to provide or update the current photo can send a JPEG file to Chris. Photographs from the annual conference will be posted on the IACRAO website and Facebook page.

### **Archivist**

Jason Rotzoll had no report.

### **Membership Page**

Jeremy Bradt shared the membership report (included on page 10). We are working with the City Colleges to encourage membership renewal by the end of the year. There was a turnover with the Registrar during initial membership sign up. Follow-up also is being made with past institutions that have not signed up. Personal relationships that have been built may provide a great opportunity to reach out and encourage membership.

Post conference we have not received additional membership registrations via 123 Sign Up as expected. Perhaps 123 Sign Up should be shut down and re-open in July. In the meantime, the membership process would be a manual process involving a completed membership form with check to Jeremy and we would add them to the list. This is a temporary process that can be used during the non-membership period. Otherwise, IACRAO pays for the 123 Sign Up service fee that is not being utilized. Discussion ensued about enforcing a membership deadline as well as offering a discounted rate for a partial year membership. This second option may sell IACRAO short and encourage more partial opposed to full memberships. The decision was made to shut down 123 Sign Up in December as the contract is ending and we will proceed with the manual process for any additional membership requests that are received as we do not want to turn anyone away. There are 12 to 13 institutions that were members in 2013 and are no longer members, so there should be outreach to this specific group.

Kristy Goodwin, Governors State University, has agreed to serve on the membership committee. Items that she recommends for consideration in planning the 2016 annual conference as a way to trim costs include:

1. Shorten the conference to 2 days.
2. Cancel the bus trip in Alsip.
3. Cancel the Halloween party as there are limited attendees.
4. Have the IACRAO President or a board member serve as the welcome/keynote speaker.  
Have the Executive Board present at the front of the room during this session.

5. Consider how IACRAO is marketed and how to increase visibility in Illinois.

### **Technology**

Pam Walden was not present.

### **PRESIDENTS**

#### **Past President**

Dan Weber is reviewing hotel possibilities in Chicagoland for the 2016 annual conference. He encouraged members to share any recommendations. Possible locations include Aurora, Bolingbrook, Lisle/Naperville off highway 88, the Q Center LLC in St. Charles, and Tinley Park Convention Center. Dan is going to provide two plans for the 2016 annual conference: one for the current format and a second that includes a two day conference. Conference surveys will be available the end of November, so this information also can help with planning. If we condense the current format to two days, we will need to cut back on what we currently offer. Concern was expressed about having a conference that ends late Friday afternoon as some institutions will have a far drive home. Currently we receive feedback that not all attendees are present for the final sessions on Friday. As we re-evaluate the conference, it is imperative that we are transparent with the membership and explain why changes are being made. We must provide what the membership is looking for and determine if the current format meets those needs.

#### **President**

Katherine Thompson encouraged everyone to submit their photo to Chris Leopold for the *Chronicle* and Pam Walden for the website. Travel for the executive board meetings also can be reimbursed by IACRAO if your institution is not able to do this. The only meeting that is not reimbursed is at the annual conference. Members should work directly with Jeremy Bradt if mileage reimbursement is needed.

Dale Wolf provided a thank you card for receiving the Distinguished Service Award (inaugural recipient).

#### **President Elect**

Jennifer McClure had no report.

#### **Old Business**

AACRAO has a wonderful website and conference registration platform that is being opened up to all state and regional organizations. Implementation started in December 2013 and shortly

after a demo was provided. It appears to be simple and it can be utilized for the website (host webpage) as well as conference and membership registrations. Katherine Thompson plans to discuss this option in further detail with AACRAO's technology contact at the upcoming leadership meeting. Ideal go live date for membership renewal is July 1, especially since this is the start of a new fiscal year. Conference registration should launch prior to membership. AACRAO has a department renewal option. Therefore, if multiple offices on a campus have members, payment by department is possible rather than overall payment from the institution.

In the past, nonmembers have not been allowed to attend the IACRAO annual conference. Providing an opportunity for nonmembers to attend might be a potential recruitment tool for membership. There is currently no fee structure in place for nonmembers. One time attendance as a nonmember is possible, but it would be challenging to manage. The incentive is for this group to become members. Katherine will ask other state and regional organizations at the leadership conference about their fee structure, especially for those states that hold a joint conference (i.e. Indiana, Michigan, and Ohio).

Sheree Stilwell, past president and retiree, created a thorough procedures manual that provides details on tasks and deadlines. Heather Yeager confirmed that the purpose of this document was to convey key information for the incoming officers. Jennifer McClure has this documentation on a flash drive that she received from Andy Kindler, Bradley University. Perhaps this information can be added to the website.

Kathie Beaty, Bradley University, has compiled information (i.e. photographs and bios) of past presidents to include on the IACRAO website. She was authorized to spend up to \$50 for this project. She retires in December 2014 and has asked if she can continue working on this initiative or if it should be assigned to another individual. Jason Rotzoll will reach out to Kathie to confirm whether she wishes to continue. This is a big project as there will be a new past president each year and information will need to be collected. Therefore, it may be best to have more than one person designated.

E-voting would allow the executive board to conduct business outside of meetings should the need arise. Richard Sevcik, Perkins Coie LLP, stated that we would need to abide by the stipulations in the Illinois 805 ILCS 105/General Not For Profit Corporation Act related to e-voting. We also would need to amend the bylaws. Tiffani Robertson agreed to research the act.

Concerns were expressed about the current IACRAO scholarship requirements, which include: an essay, two recommendations, leadership, extracurricular activities, and GPA. Is this too

much for a \$500 award? Lowering the number of requirements may increase the applicant pool. We also may want to change the criteria for eligibility. It is currently for students at a 2 year institution that transfer to a 4 year institution. What about including 2 year to 2 year or 4 year back to 2 year. We may not be reaching every potential applicant and should consider opening the criteria, but still require the institution to be an IACRAO member. Recruitment may be another issue. We currently rely on the institutions, executive board members, and IACRAO membership to market the scholarships. It was determined that the scholarship criteria should be more broad and not solely focus on transfer. Upper level seniors are a great option as there are not as many opportunities for them. Dan Weber is going to make modifications and present for review to the executive board.

Dale Wolf was the inaugural recipient of the Distinguished Service Award. There currently are no defined criteria. Dan has written up requirements and will provide to the executive board for review. In the future, an early spring call for nominations should go out and the next recipient should be determined at the May/June board meeting.

A question has been posed about whether we should post nonmember and out-of-state positions to the IACRAO listserv. It was recommended that we could do this for a fee as the party would be accessing our membership. Katherine is going to find out the practices of AACRAO and IACAC.

### **New Business**

In creating the vendor survey for the annual conference, what questions do we want to ask? It has been a challenge to get vendors to commit to our conference and serve as a sponsor. There currently are two areas of sponsorship: Credentials with 123 Sign Up and the tote bags given by the National Student Clearinghouse. Items we may want to ask about include what the vendors like as well as what they do not care for and what they are seeing at other conferences that IACRAO should adopt. A good trend for vendor sessions is pairing a school using the product with the vendor for a co-presentation (i.e. Western Illinois University and Credentials from the past conference). Having vendors present one day also might be more beneficial and finding ways to encourage interaction between attendees and vendors is always good. An idea was shared of scheduling individual 15 minute consultations with vendors and institutions that may have more specific questions or needs. It also is critical to consider the timing of our conference with other events that vendors may attend. We need to reach a decision soon about how we can accommodate vendors as the due date for future conference contracts is approaching.

Another group that we would like to see at conference includes admissions representatives. We want to be careful about targeting recruiters as this could place us in competition with IACAC. Being more specific in our mission statement about admissions may help. It appears that the directors that oversee admissions may be leaving promptly after OAROSUI. Christopher Huang is going to verify OAROSUI attendees so that we can compare that list with the conference registrants.

Katherine Thompson has extra supplies (folders, tote bags, pens, etc.) that can be utilized for the spring district meetings. She will send a list of items to the district chairs and provide on a first come, first serve basis. These items will be brought to the next meeting.

Katherine asked about options that would allow us to have discussions outside the executive board meeting as this would allow us to accomplish more during the times we meet. Conference calls, webinars, and wikis were mentioned as possibilities.

### **Adjournment**

*Motion: It was moved (Jason Rotzoll) and seconded (Jeremy Bradt) to close the meeting.*

*Motion approved at 12:13 a.m.*

Respectfully submitted,

Jennifer Harbaugh  
IACRAO Secretary



## November 21, 2014 Treasurer/Membership Report

Respectfully Submitted by:

Jeremy Bradt, Treasurer

November 21, 2014

- 1) Those that have expense vouchers and map/directions print outs, please turn them in
- 2) CDs Maturity time – Renew or increase?
- 3) As of November 20, 2014
  - **\$42,619.02** in checking (Checks of \$6,893.15 from 123 Sign Up and ICCAROO check of \$297.50 going in bank today after the meeting)
  - **\$3,948.25** in savings (from October Report, have not looked online for updated #)
  - **\$41,389.30** for CD #1 (from October Report, have not looked online for updated #)
  - **\$21,790.52** for CD #2 (from October Report, have not looked online for updated #)
- 4) Scholarship winners – checks going to institutions next week. One out of two students has everything submitted
- 5) 2014 Conference Report – will be submitted for next e-board meeting. Still have checks coming in from vendors and members and OAROSUI breakfast. \$25,497.56 was written out to the hotel for expenses. \$20,560 came in from members, Vendors - \$1,160, \$325 from alumni/retirees – rough numbers
- 6) Have reached out to Sulaski/Webb three times from the conference on tax/IRS items and have not heard back. I have offered to meet with them today after the e-board meeting.

## Membership Items

- City Colleges of Chicago should be renewed before the end of the year
- Phone calls/e-mails were made after conference to past institutions that have not signed up
- Oakton Community College said they were ready for renewal (after the conference) and then never signed up
- Kristy Goodwin feedback on some items

Last call to pull 123 Sign up for membership online and for me to enter folks manually ☹( – Yes???- From Customer Service - Your organization is on a subscription model, which means that your monthly usage fee is based on the number of active, current members in your database rather than individual transactions.

The pricing is as follows:

\$49/month for 0-100 members

\$49/month + \$0.35/member over 100, up to 500 members

\$189/month + \$0.30/member over 501, up to 1000 members

\$339/month + \$0.25/member over 1001, up to 5000 members

- Other thoughts/suggestions for membership?