

IACRAO Executive Board Meeting Minutes
February 19, 2016
Illinois State University

Call to Order

President Jennifer McClure called the meeting to order at 9:10 a.m.

Members Present:

Katherine Thompson (Past President), Jennifer McClure (President), Pam Walden (President Elect), Jennifer Harbaugh (Secretary), Cody Baggett (Treasurer), Amanda Turner (Equal Educational Opportunities Officer), Christopher Huang (Professional Activities Officer), Tiffani Robertson (*Chronicle* Editor), Patrick Sears (Website Manager), Robert Kerr (Archivist), Carol DiCola (Northeast District Chair), Marc Dale (Northwest District Chair), Jason Wickline (East Central District Chair), Tosha Baker (Southern District Co-Chair), and Pam Wilkins (Southern District Co-Chair)

Members Not Present:

Janet Munson (West Central District Chair)

REPORTS

Secretary

Jennifer Harbaugh presented the minutes from the December 2, 2015 executive board meeting. Update minutes to reflect Katherine Thompson as not present.

Motion: It was moved (Pam Walden) and seconded (Katherine Thompson) to approve the minutes as presented. Motion approved.

Treasurer

Cody Baggett shared the treasurer report. He confirmed that taxes were complete by February 15. The new group has been very thorough and responsive.

Professional Activities Officer

Christopher Huang has reached out to the IACRAO listerv to gather a list of past Bright Ideas winners. Another option for locating past winners is in the meeting minutes.

All of the district meetings are at no charge this year for participants. Christopher encouraged district chairs to take pictures at the meeting as this is great documentation. He also encouraged them to be prepared for walk-ins.

EEO Officer

Amanda Turner shared the idea of offering sessions related to diversity via webinars. This was well received and it would be budget friendly for the membership. It was suggested to partner with Christopher Huang for special activities and professional development.

DISTRICT CHAIRS

Northwest District Chair

Marc Dale confirmed that the deadline to register for the district meeting is one week from today. Katherine Thompson is serving as a presenter and Jerry Montag as well as the NIU Legal Council is providing a session on FERPA. Additional sessions include diversity and birds of a feather.

Northeast District Chair

Carol DiCola is enthused about the Northwest and Northeast District Meeting.

East Central District Chair

Jason Wickline confirmed a registration deadline of today with the meeting on March 18. There is a tentative agenda that includes sessions focused on customer service, reverse transfer, and birds of a feather.

West Central District Chair

Janet Munson was not present.

Southern District Co-Chairs

Tosha Baker and Pam Wilkins indicated a registration deadline of March 28 and that an invitation has been shared via the IACRAO listserv. Sessions include FERPA, maintaining motivation in challenging times, and active shooter training. Attendees are encouraged to bring items for the giveaway.

EX OFFICIO

Archivist

Robert Kerr is planning a trip to the University of Illinois at Urbana-Champaign for February or March as that is where the archives are maintained. His goal is to visit twice per year with one visit immediately following conference. Robert encouraged members to submit any materials via email. He will burn a CD to store information, but he also would like to keep printed documents. In the last *Chronicle* he provided an email address for where items can be sent - IACRAOarchive@gmx.com. He has not received anything as of to date. Pam Walden has a box of items from when Jess Ray was president. Robert will take them with him today.

Chronicle Editor

Tiffani Robertson shared a friendly reminder that the due date for article submissions is March 4, which is two weeks from today. The topic is how you motivate yourself. Any updates also are encouraged.

Website Manager

Patrick Sears confirms that he has access to website. He does not have access to visual studio, but that is being installed. Once this is granted, the transition will begin.

Membership Committee Chair

Cody Baggett inquired about whether this past year was the first year that membership opened prior to July 1. It was confirmed that this was not the first attempt, but the first successful execution. It is important to note that we collected funds in June for a fiscal year where service was not provided. While opening membership earlier can benefit institutions with money in the current fiscal year that will not be available in the upcoming, it is challenging for treasurers if they do not possess an accounting background. Waiting until July also delays conference registration. A suggestion is to consider ending the fiscal year in May. We must check the bylaws to see if this solution is possible. Cody is going to discuss this situation with the auditors and provide some solutions for consideration.

An important aspect to membership is not just knowing the revenue and expenses, but also specific details with regards to individuals that have registered and what they have registered for. It would help if 123Signup was active for two years. For example, FY 2015 is currently available, but access to information for the 2014 annual conference is needed. Katherine Thompson confirmed that she has data from the 2014 annual conference.

Cody confirmed that the incoming revenue for June will apply to the next fiscal year. He is working on this process to make it as simple as possible.

Technology Committee Chair

Patrick Sears had no report.

PRESIDENTS

Past President

Katherine Thompson addressed questions about tax exempt status. IACRAO is discouraged from this status as the organization does not participate in lobby activities. Professional development alone does not qualify for tax exempt status. If lobbying was a primary purpose with professional development as secondary, this allow IACRAO to be tax exempt.

IACRAO video submissions will be on a continuous feed at the AACRAO annual conference.

Katherine is working on nomination for the available positions of President Elect, Treasurer Elect, and Secretary. She also is working to simplify the scholarship application, which is currently a seven page

document. The form will be available before the next meeting. An issue with the current process is that students can apply for the scholarship around July 1 and they may be attending or transferring to an institution that cannot afford to renew membership due to budget limitations.

President

Jennifer McClure offered to craft an advocacy letter for IACRAO that would include endorsement from Elgin Community College to encourage institutions not to cut professional development from the budget. This would be a great opportunity to emphasize why professional development is important and the benefits of IACRAO. Perhaps the college president can be incorporated into this outreach so that there is a leadership emphasis with outreach.

President Elect

Pam Walden had no report.

Old Business

Tiffani Robertson presented a proposal recommending a change from *Chronicle* Editor to a General Communications Officer position. This would be a position that is elected opposed to appointed. The responsibilities encompass more than just the newsletter. For example, ensuring communication is accurate and consistent and working with the IACRAO Facebook page. This position works with other positions (i.e. Website Manager and Membership Chair) on some of these tasks. The idea is for one position to monitor communication in all places (i.e. newsletter, Facebook, listserv, etc.) and it seems that the *Chronicle* Editor is the best fit. This new position also could have a marketing emphasis. The term for the proposed position would be 2 years. This would require a bylaw change. While the Website Manager makes messages appear, this position does not craft messages. This would be a role of the new position. Another option may be to consider a committee to oversee communication efforts. Bylaws indicate that there must be 2 or more executive board members in order to have a committee. This could be a great way to involve members outside of the executive board and promote growth in the organization. The argument was made that creating a new officer position would equal 8 officers, so there would be no tie breaker for voting. Bylaw changes require the membership to vote. It was suggested that we proceed with approving a title change, but hold off on proposing a new officer position. One idea for a title is Chair of Communications and Publications Committee or Communications Manager. Tiffani is going to talk to Dan Weber about why felt a new officer position is needed.

The discussion led to the possibility of a mobile app for the annual conference. This would require a lot of manpower, technology, and hours. It was agreed that we are not prepared for this now, but it is something to consider for the future. We will continue to inquire about the national level setting up a resource that can be utilized by the state and regional organizations. An alternative that was suggested included a mobile website that is cost effective and would not require as much manpower.

We are not in a position to purchase membership software. We currently are on a per transaction basis. If we do not have any transactions, the cost is not significant. For now, we will remain on a transaction basis.

New Business

The Indiana ACRAO has reached out to see if we would be interested in a regional organization. They hope to organization an ACRAO consortium with neighboring states. Michigan and Ohio also have approached us about hosting a conference. IACAC even has inquired about whether we would be interested in lobbying. We are speaking with Julie Marlatt about possibilities. IACAC has a government relations committee that is dedicated to lobbying and taking an active role. IACRAO needs to determine if this is something we would like to do. It is always a good idea to know what is going on with legislation and making an effort to keep membership informed. Taking an active role would give us a voice. We can partner with IACAC or consider going on our own. Based on the knowledge and experience of our membership, we can provide critical information that will help the future of our profession as well as our students. It was suggested that a member of the IACAC government relations committee speak at the annual conference in October.

There are about 20 people that will be attending the AACRAO annual conference this year. A location has been reserved for dinner on Tuesday night. Session information will be brought back and shared afterwards.

Jennifer McClure would like to put together an IACRAO strategic plan based on the SWOT analysis. One goal is to draw in more admissions representation as IACRAO is very heavy on the registrar side. IACAC now has a transfer summit, so that is drawing in additional members. One of the most challenging aspects about appealing to admissions is that the annual conference is in October, which is the busiest time of the year for admissions. It is critical that we remember not just recruiters, but admissions processing. We also may want to consider partnering with other organizations such as IACAC, Indiana ACRAO, Institutional Research, and Financial Aid.

Another weakness that surfaced in the audit is future commitment. IACRAO does not have enough net assets to cover future commitments. While the organization is healthy, we need to be cognizant of this. Flexibility may be key in the delivery of the annual conference. At times we are working with as many as four hotel contracts without knowing for certain the number of attendees. We may need to scale back and look at alternatives to engaging the membership (i.e. webinars).

An important topic to address includes diversity and how to increase diversity in our membership. Session topics such as how to work with diverse populations, hiring a diverse staff, and including generations, gender, ethnicity, veterans, etc. can be very beneficial. Determining our role in advocacy and education, long term and short term goals, and succession planning is all important. Personalized outreach is critical and should be consistent to engage membership.

This year each district receives \$1,000 and next year it is \$500. This reduction was made because we needed to save money. We also were not hitting the total amount. Historically, we have 3 district meetings opposed to 5 due to districts choosing to combine. This year we are offering a program for free, but next year that may not be possible if the budget is cut in half. Future conversations may include increasing membership dues, especially if we want to hold budgets and not cut back for district seminars and the annual conference. Membership is up this year. In tough times, we have to decide what we are going to do. If we want to keep our programming free, we have to exercise creativity. Food is the primary expense. We may want to reach out to the membership and gather feedback on implementing a cost specifically for the meal.

Adjournment

Motion: It was moved (Christopher Huang) and seconded (Patrick Sears) to close the meeting. Motion approved at 11:53 a.m.

Respectfully submitted,

Jennifer Harbaugh
IACRAO Secretary