

MACRAO EXECUTIVE COMMITTEE MEETING
January 19, 2007
Grand Rapids Community College

Present: Melinda Booth, Paula Dykstra, Karen Hutslar, Dorene Root, Howard Shanken, Duff Zube
Guest: Paul Schmidt (MTN'S Committee representative)

Call to Order: The meeting of the Executive Committee was called to order at 10:08 a.m. The minutes from December 8, 2006 were moved for approval by Howard Shanken and seconded by Karen Hutslar. The motion for approval of the minutes was unanimously approved.

President's report: Paula has now received payment for all outstanding registrations and guest meals for the Fall 2006 conference. The policy of attaching outstanding individual balances to the institutional membership fee seems to be an effective way of collecting outstanding payments. The Grand Traverse Resort bill has been paid. The Grand Traverse Resort has committed to giving MACRAO a free weekend stay for the 2007 conference give away. Howard will contact them to make sure we have the gift prior to the 2007 conference. Melinda will put an article in the newsletter announcing who won the free weekend in 2006 and also to announce that there will be a Grand Traverse Resort giveaway this year as well.

Paula has completed the MACRAO updates with the non-profit organizations. She also reported that the Great Lakes 2008 conference planning meeting minutes are being distributed to the Presidents of MACRAO, OACRAO and IACROA to make sure they are all being adequately informed regarding the planning process for the 2008 conference.

President Elect Report: Howard reported that the Local Arrangements Committee for the Fall 2007 conference has been formed and is meeting this afternoon. Many preliminary contacts have already been made regarding the conference, but details are still being worked out. Howard distributed a preliminary 2007 conference budget. Ford Museum has been reserved for the Wednesday night event. There was discussion regarding the possibility of having the Past President's reception on Wednesday evening before the Ford Museum event. Howard will discuss further with the Local Arrangements Committee. The evening event will include walk around food stations.

Howard has been contacted by a vendor, Credentials Inc. who would like to have a presence at the conference. Credentials Inc. is willing to process the MACRAO annual conference registrations (up to a certain amount free and a small fee for any number after that) in lieu of paying the vendor fee. The suggestion was made if they are willing to process the registrations; they should do them all for free. If MACRAO decided to allow Credentials Inc. to process the annual conference registrations and the process works out well for the organization, we may want to look into entering into a permanent

arrangement with them for this service. The Executive Committee has had several conversations in the past on whether or not the organization should purchase a software “registration” package. Having the vendor do this may be a more cost effective way to process conference registrations.

There has been so much vendor interest in the 2007 conference that Howard needed to contact the Amway Grand to verify the exact amount of space that would be available for vendors. He may have as many as 24 to 30 vendors.

As a keynote speaker, Howard is considering having someone from Louisiana to discuss disaster planning. Dick Whiteside’s name was suggested as a possibility. Howard will discuss this idea further with the local arrangements committee. If the keynote address is focused on Disaster Planning, it would be nice to have follow-up sessions that revolve around this topic as well.

Treasurer’s report: Duff reported that the savings account balance as of December 8, 2006 is \$46,078.68 and the balance in checking is \$21,244.81. He reiterated the fact that all outstanding payments for the fall conference have been received. There is still one institution that has outstanding dues for 2005 – Ecumenical Seminary College. The 2006 dues still outstanding are: Baker College of Port Huron, ITT Technological Institute of Carrolton, Mott Community College, Olivet, University of Phoenix-Detroit Campus.

Vice-President Report: Karen gave an update on the announcement sent to the MACRAO list serve asking for individuals who would be interested in serving on MACRAO committees. One individual is employed at an institution that is not a current MACRAO member and therefore according to our bylaws would not be able to serve on a committee. Karen suggested the idea of individual membership as an option. She also reported that there are members from Mott Community College who are on or want to be on committees. Because Mott Community College is currently in arrears with their dues this is a problem. Duff indicated that he has been in contact with Mott Community College and apparently their institutional dues payment is in the mail.

The Data and Technology Committee has a new co-chair Gayle Reynolds. Karen reported that this committee is smaller than she would like to see.

There is still no chair for the Graduate and Professional Studies Committee. Discussion needs to occur regarding what direction to take with this committee. Karen will be in contact with the members of this committee to discuss what should be happen with the committee this year. Perhaps due to lack of interest the committee should be temporarily disbanded. Some suggestions about what direction the Graduate and Professional Studies Committee could take included: adding international, non traditional, credit/ non credit programs, unemployed/displaced workers, graduate certificate programs.

The Admission Practices/Enrollment Management Committee was given a special exception to allow the chair to continue on the committee even though her term was

expired. This exception was granted due to the extenuating circumstance of not being able to find someone else who was willing to take on this position.

Great Lakes 2008 conference – update. The Great Lakes 2008 planning committee's next meeting is in Fort Wayne, Indiana on February 12, 2007. Michigan has agreed to be the financial holder for the conference and do the money processing. Duff will call Michelle Thomas to find out whether or not MACRAO has put a deposit on the Hyatt for the 2008 conference. If so, perhaps that can be counted as our seed money. The suggestion was made when handling the financial arrangements of a multi-state conference it is prudent to have an agreement with the other states outlining what happens if there is a profit or deficit it should be shared proportionately between the three states, not simply divided by three. Brad Meyers from Ohio is taking a lead role in orchestrating the Great Lakes 2008 conference.

Kathleen Wray, Chair of the Articulation Committee, has been in contact with Karen asking that she make sure the six Articulation Committee proposals be discussed at the Executive Committee meeting today because the Articulation Committee is also meeting today and would like to have the decision results to assist with their planning timeline.

The most recent committee members have been updated on the MACRAO web site. There appears to be some disconnect between the list of committee members and the MACRAO directory as some of the committee members are not in the directory. In an effort keep the MACRAO directory updated, the suggestion was made to have a reminder sent to the institution contact at the same time every year asking them to update the directory.

Past President Report: no report Sedgwick Harris was unable to attend

Newsletter Report: Melinda has recently accepted a new position as the Media Coordinator in the Office of Admissions & Orientation at Oakland University. Congratulations Melinda!

Melinda has a suggestion that there be a summer on line version of the MACRAO Newsletter (end of June or first of July). Same exact format, maybe a bit shorter and in a PDF format. An email would be sent to the MACRAO list serve with a link so members can print it out and read it. It would be a cost effective means to communicate with the membership. Items that could be included would be: getting ready for the fall conference, fall recruitment travel, legislative updates, a recap of MACRAO activities such as the Articulation Summer Summit. Pictures would be included from different MACRAO events, maybe an editorial from a past president.

To determine the effectiveness of providing information to the membership in this format we could track the number of hits on the web site.

February 1st is the deadline for the next newsletter. Karen will provide an article about joining a committee. The nominating committee will also submit an article. There

should be a MTN's update and Howard will submit an article about the 2007 Fall conference. A reminder about updating the MACRAO membership directory and an announcement regarding the Great Lakes 2008 conference will be included. Melinda is obtaining a quote from Oakland University for printing and mailing costs in an effort to move the production of the Newsletter from the vendor in Traverse City to Oakland University. The Executive Committee has given approval if the quote is the same or cheaper, Melinda may go ahead with the change. If the quote is higher, she will email the EC for approval.

Webmaster: no report, Mark Ulseth was unable to attend

Directory Editor: no report, Vicki Scavone was unable to attend

Historian: Dorene reported that the Michigan dinner at the AACRAO annual conference in Boston has been set for 6:30 p.m. on Friday, March 2 at the Legal Sea Food Company in the Prudential Center which is conveniently located between both the conference hotels. A table for 25 has been reserved. To date, thirteen MACRAO members have indicated that they will attend.

Old Business: none

New Business: The Michigan Transfer Network Agreement was presented to the Executive Committee for approval by Paul Schmidt, representing the MTN's Committee.

MTN is a self-service portal on the www.MichiganTransferNetwork.org web site. MTN will give the public access to a database that contains participating Michigan colleges' and universities' transfer course equivalencies.

Howard noted the importance of pursuing a press opportunity for MACRAO upon the confirmation and signing of this contract.

The EC was provided a copy of the contract prior to the meeting with the charge of examining it and being prepared to ask questions. Paul reviewed the contract and was available to answer questions as they arose.

A governing committee will be established by the MACRAO Executive Committee and Michigan State University to oversee the MTN operations. The governing committee will be comprised of four people, three members appointed by the MACRAO Executive Committee, representing a two-year, four-year private, and four-year public institution respectively and a MSU technical representative. The possibility that a consortium coordinator may be needed will be determined at a future date. The MACRAO cost will be \$991 per month for 36 months. MSU will provide the labor at no charge to MACRAO. It is important to note that regardless of whether or not MACRAO should decide to withdraw from this contract the entire dollar amount is still committed.

Four schools have already been contacted to become Alpha testers beginning in March 2007. The project is expected to be up and running with a number of institutions in the late spring or early summer of 2007.

Howard moved and Karen seconded to support the approval of the contract as it was presented with minor modifications.

The Articulation Committee has submitted six proposals to the Executive Committee for consideration.

1. Scholarship for Articulation Committee members to attend the AACRAO conference.

The proposal is for a scholarship of \$400.00 for one person, \$800.00 for two persons to attend the AACRAO annual conference.

The EC does not feel it can support this kind of request for only one committee. The argument could be made that all MACRAO committees would benefit from sending a member to the annual conference. Although attending AACRAO is very beneficial, the argument was also made that the benefit is mostly to the individual or the individual's home institution rather than MACRAO. Much of the AACRAO information is available on the AACRAO web site and MACRAO committees can utilize that valuable resource for session material. Moved by Duff and seconded by Howard to deny this request.

2. Transfer Guide for Students

The proposal is for a budget of \$250.00 for updating and printing the transfer guide brochure. The Executive Committee embraces the concept of updating and having the brochure available at the MACRAO website. However, no decision on supporting the printing costs can be made until the document has been reviewed. Moved by Paula and seconded Karen to approve development of the brochure for EC approval and support to have it published online. The decision regarding the print version will be determined at a later date.

3. Update the MACRAO Transfer Agreement Brochure

The proposal is to update the MACRAO Transfer Agreement Brochure. An effort will be made to direct students to the MACRAO site for current proviso information. Moved by Duff and seconded by Karen to support the development of this brochure for EC approval. Upon EC review and approval the brochure will be made available online at the MACRAO web site. The EC will also allocate \$500.00 toward printing the reviewed brochures with the understanding that the printed copies would all be distributed at the fall conference and subsequent printing of the document would be the responsibility of individual institutions.

4. Pilot Project on Reverse Transfer

MSU and Schoolcraft College have developed a plan by which transfer students to MSU from Schoolcraft College who completed at least 30 credits from a Michigan

Community College, attained a 2.0 + GPA in 30 credits completed at MSU and are in good standing will be contacted by the Registrar's Office at MSU and encouraged to transfer credits back to their community college in order to complete their Associate Degree. Paula moved and Howard seconded that the EC supports sharing the results of the findings with the membership and encourage putting this on as a session at the annual conference. However, the EC wants to note that it can not require participation by other schools.

5. Recognizing Outstanding Transfer Student Program

The proposal is to spotlight and recognize programs which address the needs of transfer students and also encourage other institutions to emulate successful programs. The request is for \$50.00 for a plaque starting in 2008 to recognize a nominated program. Duff moved and Karen seconded to approve the proposal with the proviso that the nomination form and established criteria be approved by the EC prior to implementation.

6. Develop a MACRAO presence at College Day/Night Activities

The proposal is to have the Articulation Committee identify individuals who will commit to attending MACRAO College Night activities in their geographic area. MACRAO transfer Agreement brochures would be provided to the individual who would set up a table with the other admissions representatives. This person would distribute information regarding the MACRAO Transfer Agreement and point individuals to the MACRAO website as a source of transfer information. A budget request of \$250.00 for printing costs for 2007 was included with this proposal.

The Executive Committee had questions regarding whether we already have this area covered with the Admission's staff that are attending the College Day/Night programs. Has the Articulation Committee discussed this idea with the College Day/Night Committee? It would be better to work with that committee to make sure the brochures are distributed through that venue. The question was raised could we be found liable for a school not following the agreement? Moved by Duff and seconded by Howard to send this proposal back to the Articulation Committee for further development. Also, the recommendation was made that Admission Practices/Enrollment Management, Articulation and College Day/Night Committees meet together to discuss this proposal and resubmit with a rationale for the need and documentation to support the data.

The Executive Committee reviewed the budget requests from 5 committees

1. Secondary School Relations

Costs associated with the New Professional Workshop. There were questions regarding the need for two breakfasts, we need clarification on whether or not this is a two day conference. The budget request did not include any revenue associated with the conference. The budget request will be referred back to the committee for further refinement.

2. College Day Night

The College Day Night committee has requested \$2,000.00 for printing and postage for College Day/Night calendars, \$740.00 for printing cost of posters and memos, \$1,260.00 for postage to mail 2,000 posters to Michigan High Schools. The EC committee approves the committee's budget request with the condition the committee needs to review the effectiveness of posters in the high schools and possibly explore the use of other media for next year. Per some high school representatives, high school students do not look at posters any longer.

3. Professional Development Committee

The committee submitted a budget of \$4,800.00 for the Support Staff Workshop. The EC committee approved the budget request with the understanding that this workshop is normally structured in such a way as to be self supporting.

4. Articulation Committee

\$400.00 request for printing expenses for the Fall Conference sessions – this goes through the Local Arrangements Committee

\$250.00 request for printing the "Transfer Student Guide" – deferred to a later date

\$75.00 request for printing the new MACRAO Brochures to be distributed at the Summer Summit and Fall conference – this was folded into the \$500.00 request below; total amount approved is \$500.00.

\$500.00 request for printing the MACRAO Transfer Agreement brochure for distribution at the Fall conference – approved

\$800.00 request for one or two scholarships for Articulation Committee members to attend the AACRAO annual conference – denied

\$4,425.00 request for costs associated with the Summer Summit – approved with the understanding that this conference is structured to break even. If Randall Dean is a MACRAO member, no speaker fee approved. A conversation needs to occur between the EC and the committee chair regarding problems we experienced last year with the late processing of registration fees being reimbursed to the MACRAO treasurer.

5. Executive Committee

16,115.00 request was approved with the understanding that the \$275.00 for Executive Committee plaques (outgoing) and \$250.00 for committee certificates/holders appear in the Local Arrangement Committee budget. New in this year's budget is 10 months of support for the MTN.

Howard moved to support, seconded by Duff to approve the Executive Committee 2007 budget request.

Howard would like to recommend the establishment of an ad hoc Legislative Update Committee. Howard moved and Duff seconded to create an Ad Hoc Legislative Update Committee. Carol Quigley is currently the Midwest Liaison to AACRAO for Legislative Affairs. Carol Quigley will be asked to serve as the chair for the newly formed Ad Hoc Legislative Update Committee for a period of one year. At the end of a year, Carol will report back to the EC regarding the effectiveness of the Ad hoc committee and a decision will be made whether or not the MACRAO by laws should be changed to create a new standing committee of MACRAO, the Legislative Update Committee. Carol will step

down as co-chair of the Articulation committee in order to do so, and a new co-chair will be appointed for that committee.

The meeting adjourned at 1:00 p.m.

Respectfully submitted,
Dorene Root