

**MACRAO EXECUTIVE COMMITTEE**  
**Friday, February 15, 2008**  
**CMU-Lansing Center, East Lansing Michigan**  
**2900 West Road – Suite 301**  
**East Lansing, Michigan 48823**

**Present:** Melinda Booth, James Dwyer, Karen Hutslar, Debbie Harju, Dorene Root, Paul Schmidt, Kristin Schuette, Howard Shanken, Stacey Stover, Duff Zube

**Absent:** Scott Owczarek

**Call to Order:** The meeting was called to order at 10:04 a.m. by Howard Shanken. The minutes for the January 2008 meeting were moved for approval by Debbie Harju and approved.

**Treasurer:** Funds available as of February 15, 2008:

Savings = \$58,860.35

Expenditures = \$2,255.88

Balance = \$56,604.47

We began with a discussion about the amount needed to maintain in the account. It was recommended that we need to keep at least \$20,000 to cover conference costs as well as the MTN monthly contractual agreement. It was suggested that we look at the routine costs to determine what MACRAO expends to determine the amount needed to retain in the account. We also discussed the idea of challenging the committees to think about creative ideas that they may want to implement that we could fund.

If the budget allows, one suggestion was that we should send both the Vice President and President Elect to future leadership trainings. In the past we have only sent the President Elect and most other schools send both. This will also help with developing our leadership succession planning. We discussed tying goals to the budget discussion. Duff recommended dropping non paying affiliates which was approved. The affiliates to be dropped include Hibbing Community College, Connect Edu and Kaplan University. The Michigan Theological Seminary has withdrawn their membership. Kris will list the member and affiliate institutions on the web.

**President's Report:** The President's report will be covered throughout the agenda. In particular, Howard would like to discuss MTN's and our communications.

**President Elect's Report:** Karen will be meeting with the chairs in 2 weeks at the Great Lakes Conference LAC meeting. She has received session proposals from 4 committees. She also reported that she will post the evaluation summaries from the fall conference on the web. Kris recommended mentioning that the EC has reviewed the evaluations and will be taking suggestions into account when planning for the 2008 conference. She has been contacted by the Greater Lansing Convention and Visitors Bureau and they will be sending her material. They could assist us with planning if we have the conference again in Lansing. It was noted that it was at the Lansing Sheraton a few years ago and was very good.

**Vice President's Report:** We reviewed and discussed the budget and sessions proposals submitted by the committees. We need clarification on printing costs for the Articulation Committee. It was recommended that they try to keep plaque costs at \$100 and to clarify the request for 2 plaques. The EC approved the committee budgets once clarifications are received. This was moved by Karen and approved unanimously.

We discussed sharing last year's budgets and guidelines with the committees for their planning purposes. Howard, Debbie and Karen will work together to create an agenda for the April meeting with the committees. Karen will develop and then add information to the web on how to join a committee, what's involved and FAQ's.

Legislative Issues will be asked to provide clarification on the costs involved in bringing in a speaker for the conference. The Registrar's Drive In is scheduled for April 4, 2008 at Walsh College in Novi. We will need to send this date out to the membership.

We discussed conference program sessions. It was recommended that we send out a call for session proposals and that the EC and upper level administrators involved in MACRAO drive more of the session topics for the conference and then passes this on to the committees.

Debbie requested information on the conference details which Howard will forward to her. The EC Retreat is scheduled for March 6-7 at Boyne Mountain. We will begin at noon.

**Past President's Report:** The nominating committee communications will begin by soliciting the membership. The Treasurer and Vice President positions are currently up for election as well as the nominating committee. Jim will talk with

both Diane and Carol regarding the process and a notice will be posted to the web.

Howard and Jim will discuss the survey and prepare for the retreat. We need to begin discussing our process for honoree members and think about the format of the business luncheon at the conference.

**Historian's Report:** Dorene sent multiple documents on MACRAO's history to AACRAO for the Centennial Celebration. Sedgwick Harris and Mark Ulseth meet the qualifications for honoree membership. Jan Munday was also suggested. We determined that a call will go out to the membership to ask for other nominations for honorary members and then we will discuss at a future meeting. Dorene said that we may want to review our bylaws as they relate to honorary membership because Past President's can not be recommended until they retire or move out of the state. Michigan has been charged with securing a keynote speaker for the Great Lakes Conference. Kaye Lani Rae Rafko was suggested and approved.

**Web Editor's Report:** The macrao.org url is up for renewal for a cost of \$100.00. This was approved unanimously. The MTNs.org url is also expiring but because we do not use this site, we will not be renewing. The Professional Development Committee contacted Kris to have their information posted to the web. Jim will follow up with Lacy to discuss building an automatic College Day/Night upload for requests.

It was recommended that we update the Michigan Uniform Guest Application to include the URL to the Michigan Transfer Network page.

Currently the MACRAO list serve resides at Oakland University. This may need to be reconciled, especially as it relates to the directory. It was suggested that mihrec.org publishes numerous job openings and we may want to provide a link to their site on our web page. Kris will investigate this further. Now that Mark Ulseth has moved out of state, we will need someone at the community colleges to coordinate the community college report on enrollment. Howard will look into this further.

**Newsletter Editor's Report:** We discussed our monthly communications with the membership and it was recommended that we have a monthly e-newsletter instead of our previous process. If any individuals have technical issues connecting to the link, this can be addressed by providing a link to a PDF on the web site. Some ideas for the February newsletter included: evaluations for the 2007 conference, nominations, reviewing the survey results, a reminder that EC meetings are open to the membership as of the April 2008 meeting, updates on the Great Lakes Conference, an update on Mark Ulseth's move, honoree membership, and a calendar of upcoming events and highlights of a person on a committee.

Melinda will work on developing a look and brand for our newsletter including the color, font and logo. She may work with a graphic designer and will send out a sample within 1 week of the EC meeting. One suggestion for the title is "MACRAO's Gone Green".

**Directory Editor's Report:** Scott was unable to attend but sent his information prior to the meeting. He mentioned that Ecumenical Theological Seminary had decided not to renew their MACRAO membership. Institutions that have not paid their membership dues are Finlandia University and Mid Michigan Community College. Affiliates who have not paid include Hibbling Community College, ConnectEdu and Kaplan University. Michigan Theological Seminary has withdrawn their membership.

Scott has also begun sending out a letter from Howard Shanken, MACRAO President, to all new members. He will also continue to contact institutional editors introducing himself and asking them to update their directory information.

**MTN Governing Committee's Report:** Copies of the new MTN poster were distributed. It was recommended that we develop a smaller version of the poster to use at AACRAO. Howard will be meeting with ACT to see if they are available to help fund the distribution of the posters. Jim will be talking with Lacy to see if the College Day/Night Committee can include the posters in their mailing to the high schools.

MACRAO has received an Ockerman Award (our 5<sup>th</sup> time receiving this honor) and Howard will receive it at AACRAO. The Award includes a \$500 honorarium which was recommended to be added to the general budget. Paul, Mark and Kris will also be doing a presentation at AACRAO and Howard will do an overview of MTN's as he receives the award. To date we have 47 institutions that have uploaded which include 14 four year and graduate programs, 22 community colleges and 12 private institutions. There are also another 7 in the process of uploading. We have a total of 691,000 total loads and Grand Valley State University has also just loaded their equivalencies.

The next steps for MTN's will need to focus on the ongoing management and publicity. We will need to follow up with institutions that we have not had contact with. We discussed a session for the fall annual conference for schools who may want to learn more about MTN's and two half day drive in workshops for new schools that may want to join MTN's. It was also suggested that we may want to consider have a Registrars 101 and Enrollment Management 101 at every annual conference for new staff and membership. Data clean-up will be needed for MTN's and individual schools are responsible for the data they load.

According to the MTN contract, "MACRAO and MSU will establish a governing committee to oversee the MTN operations ("Governing Committee"), including the appointment and possible employment of a consortium coordinator. The Governing Committee will include three members appointed by MACRAO Executive Committee, representing a two-year, four-year private, and four-year public institution respectively, a MSU technical representative, a representative from the Data and Technology Committee and a representative of the MACRAO Executive Committee, most likely the President. It was suggested that the initial committee should include schools that participate in MTN's and that were part of the initial start up group. Paul Schmidt will continue as the coordinator. It was suggested that the EC President should be the person to represent the MACRAO EC. Paul and Howard will draft a committee structure to review at the April meeting.

We had a discussion about the President's Council Report. This is for states that have helped students choose what college is right for them based on survey questions they answer. The Detroit News is willing to sponsor this and has asked MACRAO to be involved.

**Old Business:** The EC Retreat is scheduled for March 6-7 at Boyne Mountain. Debbie will request to have the room's projector ready. Melinda will send out the electronic newsletter next week. This month's edition may be 2 pages. Discussion about the new member process was deferred to the retreat.

**New Business:** Mark Ulseth submitted his resignation due to moving out of state for a new position. He was recommended for honorary membership.

The MCCA-VLC has requested access rights to MTN's. This was denied because it isn't in the MTN's contract. Students can go to their home schools for this information but MCCA-VLC is also encouraged to put a link to our web site.

We reviewed a complaint from a student who was frustrated by not understanding what was needed to transfer. This is recognized by MACRAO and we understand it can be confusing because there are very different policies and procedures for each institution.

Paul recommended that we reconsider raising membership dues. We discussed setting a budget cushion. Other considerations are the finances necessary to stay a leader in the state, remain innovative and offer some no cost workshops. This was tabled until the April meeting.

We discussed needing to make a decision regarding the Legislative Update Committee and the bylaws. This was tabled to the June meeting.

**Adjournment:** The meeting adjourned at 1:50 p.m.

Respectfully submitted,

Stacey M. Stover  
MACRAO Secretary

Treasurer's Report to the Executive Committee  
15-Feb-08

BEGINNING BALANCE, Savings, January 18, 2008	\$ 50,000.00
BEGINNING BALANCE, Checking, January 18, 2008	7,931.26
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	\$ 57,931.26

RECEIPTS:

**Fall Conference 2007**

Registration: 327.00

**Membership Dues 2007:** Art Inst., North Central, & Cooley Law, & Baker-Port Huron 500.00

**Miscellaneous:**

Interest Payment, savings 102.09

Total Revenues: 929.09

TOTAL FUNDS AVAILABLE \$58,860.35

DISBURSEMENTS:

**Executive Board Costs:**

Leadership Conference (Karen Hutslar) 496.93

Meals & AV (12/07/2007 Meeting) 634.96

**MTN-Service Agreement & Frame** 1123.99

TOTAL DISBURSEMENTS 

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\$2,255.88

FUNDS AVAILABLE, February 15, 2008:

Savings, February 15: \$50,102.09

Checking, February 15:\$6,502.38

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\$56,604.47

Respectfully submitted,

Duff Zube  
Treasurer