

MACRAO EXECUTIVE COMMITTEE
Friday, May 24, 2007
CMU – Lansing

Present: Paula Dykstra, Sue Deel, Howard Shanken, Mark Ulseth, Duff Zube, Karen Hutslar, Dorene Root, Melinda Booth

Also present: Kathleen Wray, Chris Schuette, Shari Chamberlain, Ann Monroe, Debbie Harju, Troy Boquette, Darlene Wells (Committee chairs)

Absent: Sedgwick Harris, Vickie Scavone

Call to Order: Paula called the meeting to order at 10:07 a.m. Introductions were made. The minutes from the April 27, 2007 meeting were moved for approval by Karen Hutslar and seconded by Duff Zube. They were approved.

Treasurer's Report: Duff reported that beginning revenues for the month were \$64,098.75. Expenses total \$2,927.17 for an ending balance of \$61,278.86. He noted that the bill for liability insurance is in and there is still money out from the Registrar's Drive-In.

President's Report: Paula reported a quiet month. There have been some college day/night inquiries. Paula is having conversations with folks about how to manage these. She wonders if a mini-retreat of some sort would be helpful to devise a communication plan about this. She has also talked to the planner of the Tri-State conference. All is going well with that.

President-Elect Report: The member survey is on hold pending Sedgwick's return. Howard distributed a draft agenda for the fall conference which included sessions approved. He believes there is a good assortment of sessions. He'll ask for an update next week from the committee chairs.

Instead of a general, keynote speaker, there will be an MTN press conference – Howard will try to get some politicians, etc. to be present. This will be the public announcement of this system.

The articulation committee has asked for some time at the business lunch to award the outstanding transfer program award. Not everyone attends the summer summit so the committee would like to highlight the schools and their programs. MACRAO is all about schools working together and the transfer schools programs help to facilitate this. Paula asked that the EC talk about it further.

Howard said some vendors have requested session times. He believes we should charge for this to cover the AV equipment. The basic cost already is \$325 per vendor so if we add \$100 to this cost it would cover everything (for a presentation).

There will be no food at the late day break on Thursday. Following the break will be the Birds of a Feather session, the Past President's reception with light food, dinner, dessert then out on the town. Howard noted that there will be sign-up sheets for various activities for the night on the town so everyone will know who is going where and can find friends and colleagues, etc.

It was suggested that committees meet at 4:00 on Thursday (instead of the usual chair/co-chair breakfast meeting) to help encourage new members. It could be announced at the business lunch. The fall newsletter will also have an announcement in it about this. The names could be given to the EC so final decisions can be made about committee members. Breakfast meetings could be held by individual committees to help with advance planning for the next year.

Howard said that sessions could still be moved around and he hoped to have another mock-up by the July meeting.

Vice-President Report: Karen praised the chairs and co-chairs for their hard work. She reviewed the past and upcoming events. She noted that next year is the Tri-State conference to be held at the Hyatt Regency in Dearborn, November 12, 13, 14, 2008. There will be pre-conference workshops Wednesday morning and sessions in the afternoon.

Karen said she would like to see committee chairs in place in November if possible. There will be challenges to this such as institutional budget cuts, etc. but she believes it's a better system than waiting another month for the committees to start working.

Past-President's Report: It was reported that Sedgwick is leading the effort to distribute a member survey by August 1st. Paula explained the survey a bit and said there could be a discussion about the results at a roundtable session at the fall conference.

Historian: Dorene thanked everyone for coming today and reminded committee chairs to get any publications, programs, pictures, etc. to her for the historical files.

Webmaster: Mark reported that the website is going along well. Jennifer Paul volunteered to be a champion for reports that need updating.

Files will be moved to MACRAO servers in the next couple of weeks. Mark noted that the MACRAO website currently sits at Henry Ford Community College and he is the one that handles those files. Since Mark will be one of the MTN coordinators a new web editor is needed. Kristin Schuette has agreed to take over this job. It was noted that a team could be put together to work on the website, or the task could be given to the Data and Technology committee. The website came from this committee originally. Mark also noted that a representative should be kept on the EC as well since decisions are made regarding the website. It will take some time for the transition – Mark and Kristin will work together. Having the homepage redone is one of the changes on the wish list.

Mark said Kristin deserved the credit for the MTN system – she did all the work. (Of course Mark and Paul Schmidt have done considerable work too). He noted that there are almost 125,000 equivalencies out there now and, while it is live now, it has not been announced. There is an article coming in the newsletter. Paul Schmidt has created a power point for presenting the system to schools and other folks. Committee members are making presentations for various groups and organizations. Logo work is being done. An update will be available when Sedgwick returns.

Newsletter Editor: Melinda offered her help with the website. She is working on the summer 2007 e-newsletter. She noted some of what will be included such as a letter from the president, fall conference teaser, etc. Concern was expressed over what could become a recycling of the same information in every newsletter. Melinda urged members to submit new ideas for articles.

Directory Editor: It was reported that an e-mail request will be sent to directory editors at each school to update the information on the web. Vickie Scavone or Mark Ulseth can provide passwords, etc. and Vickie can provide a list of members.

Several schools have not paid their dues – those will be added to this year's invoice.

Old Business: In July the EC will discuss the option of having committee chairs at the meetings every other month.

Committee Chair Reports:

College Day/Night: Shari Chamberlain reported that the College Day/Night committee does a good job; it's a lot of work. There are still many people in the high schools and colleges who are not aware of the whole organizational process. We need to find a better communication process. She noted that a subcommittee of DASM is working on how to handle non-MACRAO sanctioned fairs.

The committee color-coded territories and calendars for this year so admissions folks can see where the fairs are. This way travel planning is easier. This was all presented at MACAC. She noted that if high schools could work together it would help with resources, etc. They just need a better understanding of the entire process.

The committee is trying to ease into some sense of organization with dates, etc. If institutions could attend only sanctioned fairs and/or have non-sanctioned places get help from MACRAO that would be helpful to the whole process. There are sometimes circumstances that prevent a school from sticking completely to the sanctioned list.

It was noted that it's helpful to have MACAC members on the committee to help with the communication process. She wishes there was more information on the website for people to access to make the whole process easier for folks. Shari would like for admissions reps to be able to go to the website to register for fairs they plan to attend. For this year, the committee hopes to have more details available on the web.

What if a website was set up, all these details posted, but then it never gets updated again? It would have the MACRAO logo on it and so would reflect back on MACRAO. This leads to the larger discussion about how to keep the entire website updated, etc. Perhaps Data and Technology is a good place to discuss this.

Shari said the committee would like to have a discussion with the EC about how to handle semi-permanent postings to the website. She noted that a static page is easy but an interactive page becomes more complicated. They need some guidelines about how to handle a situation where there is a separate site but “under” the MACRAO logo. Mark has the calendar on the website for fall and spring. Changes and corrections will be updated once per month.

Admissions Practices: No report.

Articulation: Kathleen Wray reported that the summer summit is in June. The numbers are down a little from last year. There is a beach theme with a focus on dealing with veterans and transfer students. Also included are issues with international and transfer students. The committee is working on the transfer program award and MTN.

She noted that some ideas for the summer summit location for next year include Garland, Boyne Mountain, Great Wolf Lodge, and Crystal Mountain. It was noted that the committee needs to keep in mind travel issues for institutions given budget cuts, etc. It was suggested that this would be a good question for the member survey – how do members feel about the programs through the year. Will there be travel issues? Location ideas? The committee could think about alternating the summer summit with pre-conference workshops so every other year they could plan a summer summit conference.

It was reported that an inquiry to the governor’s office has been made regarding updates on the Return to Learn initiative. The committee wanted to be able to report updates to members at the summer summit.

The committee also asked if some information could be placed on the website in a place that would be easier for students to get to. Can there be a place where we could post the provisos to the MACRAO agreement? Howard noted that we need a conversation about the web presence in general. Mark noted that important forms such as the Guest Student Application and the MACRAO Agreement would be moved to the front of the website.

Data and Technology: Kristin Schuette said there is a general feeling of “what is the purpose of the committee?” among the members. They are considering a website focus and championing reports – old and new. The EC will discuss and will send a representative to a data and technology committee meeting.

Equal Education Opportunity: Sara Hill said the committee is very active and excited about their workshops at the fall conference. There will be a round table discussion on proposition 2 – what has changed, etc. since it went into effect. There will also be a session on the second day about buffering the effects of proposition 2. They are looking

for a representative from U.C. Berkley to attend. They are considering partnering with a committee every year (this year it's the legislative committee). She also noted that they need a new mission statement for the committee.

Congratulations were offered to Sara for breathing new life into this committee!

Professional Development: Debbie Harju distributed a document with information regarding the fall conference (the committee's session offerings) and also the support staff workshop. She said there were over 70 registrants for the workshop in June. There were 10 nominations for the support staff of the year award. She would like to recognize the nominees with certificates. She also reviewed the workshop topics.

Registrar's Practices: Troy Boquette distributed a document with feedback comments about the Registrar's Drive-In Workshop. He said the committee would next meet over the summer.

Secondary School Relations: Ann Monroe said they have four sessions for the fall conference. September 6th and 7th will be the New Professional Workshop in East Lansing. She noted that new professionals has grown to include all new professionals not just admissions folks, but most people still think of it as an admissions event. We need to think about how to get the word out about this.

Paula noted that there has been some feedback about the summer summit and the support staff workshop being on the same day – not such a good idea. The committee chairs acknowledged this and noted that it was entirely unintentional.

There was a question about whether or not emergency contact information should be added to the guest student application. The articulation committee will discuss this.

Adjournment: The meeting adjourned at 1:08 p.m.

Respectfully submitted,

Sue Deel
MACRAO Secretary