

Executive Committee and Chair/Co-Chair Meeting
June 10, 2011
Central Michigan University-East Lansing Center
2900 West Road, Suite 301
East Lansing, Michigan
10:00 AM-3:00 PM

Attendees: Debbie Harju, Karen Hutslar, Carrie Jeffers, Tammy Grossbauer, Dorene Root, Kristin Schuette, Vicki Stewart

Absent: Pete Lacey, Katherine McMullen, Janail Silver

Chairs and Co-Chairs: Benjamin Brown, Chris Engle, Rachel Florence-Spaetzel, Stephanie Jordan, Monique McGregor, Chris Marx, John Meldrum, Nicole Rovig,

Call to Order

Debbie Harju called the meeting to order at 10:07 AM. Debbie welcomed everyone and asked that we start the meeting with introductions. After introductions, a group activity lead by Carrie Jeffers was presented. A Social Media quiz of 25 questions was taken by all. The winners were Ben Brown and Rachel Florence-Spaetzel with 17 correct answers.

The minutes from May 20 were moved for approval by Karen Hutslar and seconded by Carrie Jeffers. The motion was approved.

Comments from the Floor

None.

Committee Reports

College Articulation

Carrie reported that due to budget constraints, Colleen McIlwain will not be able to serve as chair of the Articulation Committee next year. David Johnson from Central Michigan University has agreed to complete this year as co-chair and then take on the role of the chair in November.

The committee is all set for the Summer Summit with approximately 63 people registered at this point. Their closing speaker, Rep. John Walsh, unfortunately cancelled, but other than

that they have a full and exciting Summer Summit planned. Registration is still open so please encourage everyone to come up to Cadillac, June 16-17.

The committee will need to revisit MUGA at their August meeting.

The call for nominations letter and the nomination form for the 2011 Outstanding Transfer Award Program has been posted on the MACRAO website. The information is housed under the member service link. Per their request to Janail Silver, information about the award will also be featured in the newsletter as a recurring article until September 30th. Please encourage colleagues with outstanding transfer programs to apply.

The minutes from the committee's January – April 2011 meetings have been added to the website.

In addition to a round table session for transfer and articulation, the College Articulation committee has submitted and been approved for six sessions at the annual conference.

College Day/Night (Rachel Florence-Spaetzel, Benjamin Brown)

Rachel reported that the College Day/Night Committee has been gathering information from College Fair Automation and a hand-out with information on this system was given to the Executive Committee. Before they use this system, the committee wants to survey members to see what they think. They would give them information on everything College Fair Automation provides. They want to know if the membership feels it is worth using and they do not want to give one school an advantage over another. Rachel feels that if they were to go with this product, they would need to have 100% participation or it would not be cost effective. Implementation would be in the Spring and MACRAO would only be involved in the initial set-up. Rachel would like to do an email survey to all members with admissions codes or no codes. Debbie liked the idea of a survey and then follow-up with something at the annual conference. Karen and Carrie both felt that using this system would result in a cost savings. Karen also felt that they would collect more accurate data as well. A motion to move forward was made by Karen and seconded by Carrie. Debbie asked Rachel to move forward and continue to gather information and create a survey.

The other initiative the committee is working on is the surveys. They are working on moving to an online model for the surveys. They will send the EC an example before moving forward. Rachel will email a link to Kris.

There was a discussion of the email sent to all EC members from a counselor at the Van Buren ISD. The College Day/Night Committee is not sanctioning their annual college day event and they are very disappointed. The College Day/Night committee is interested in serving the students of Van Buren County, but the event cannot continue in its current state as it is way too

long. It is seven hours in length. Rachel has been trying to work with them, but they do not seem willing to compromise. Debbie called and spoke with the counselor who sent the email. She will call back to see what kind of flexibility they have. We cannot continue to sanction the event as it is, they need to be willing make some changes. If they do not want to make any changes, they can continue in the current form as a non-sanctioned event, but it will cost them attendance.

Data and Technology Applications/Michigan Transfer Network (MTN) Governance

Carrie reported that the Data and Technology Applications/Michigan Transfer Network Governance Committee submitted two sessions for the annual conference yesterday. One was not accepted.

Enrollment Management

Carrie reported that no session proposals for the annual conference have been received from the Enrollment Management Committee. The committee has not even met as of yet. Katherine and Carrie have both contacted the committee chair and have received no feedback. Debbie stated that we need to get the committee involved with the guest application since they will soon be taking over responsibility for it.

Equity in Education (Stephanie Jordan, Monique McGregor)

Stephanie reported that that the Committee is currently in the process of getting information together to be sent out on the Equity in Education Award. Debbie suggested sending an email to the membership. Tammy will get them the email address information. They will also post the application online and in the newsletter. They are looking to find out who holds the nomination form so they can get the new name of the committee on it. Debbie will research to see what she can find out. She will let them know either way. Debbie encouraged all committees to upload their forms to the website so that future chairs/co-chairs can find the forms their respective committee uses. There is a place on the website for this purpose.

In the past the closing date for nominations was in September. However, the Executive Committee is now asking for names by August 1. They will try to get the winner's name in by August. Dorene responded to just get it to her as soon as they can.

The committee has submitted some sessions for the annual conference. They have submitted a Social Media Boot Camp session and a session by the winner of the Equity in Education Award.

Legislative Issues (John Meldrum)

John reported that the committee met for the first time on April 8 at the Spring Drive-In. They reviewed key legislative items pending and currently underway, including:

1. State of Michigan higher education funding for the next fiscal year.
2. State house bills proposing additional funding to higher education for entrepreneurial education, allowing community colleges to award bachelor degrees in a certain number of practical fields, and discontinuing community college employees from being part of the state pension plan (new).
3. Discussion of legislative trends occurring out of state.
4. Discussion of federal legislative issues:
 - a. College Completion Toolkit
 - b. Credit Hour Definition
 - c. Gainful Employment (regs just released)
 - d. State Authorizations
 - e. PELL Cuts
 - f. FERPA revisions (new)

They also discussed a possible session for the annual conference, but their suggested speaker just recently declined their offer due to a scheduling conflict. They are currently looking for a replacement.

John also reported that he recently attended via webinar AACRAO's Public Policy Advisory Committee meeting. He took notes and emailed them to the Executive Committee. Debbie requested that the notes be posted on the website.

Local Arrangements

The Local Arrangements Committee and the Executive Committee met at the Inn of St. John's for a site visit on Friday, May 20. Everyone commented on the beauty of the location for the conference.

The Committee has reviewed preliminary session proposals submitted thus far and made decisions on all sessions. Committee chairs have been notified as to what sessions were approved, denied, or need tweaking. They are still in need of session proposals. To date, only 24 sessions have been approved. Members with expertise are being identified and invitations are being extended to present.

Discussion has ensued regarding entertainment options for Wednesday and Thursday evening. Plans are under review.

The opening speaker, Dr. Mark Boulus, Executive Director of the President's Council of the State Universities of Michigan, has been confirmed for Wednesday afternoon. He will be speaking on "Transferability Among Michigan Community Colleges and Universities."

On May 26th an email invitation along with the Preliminary 2011 Conference Program and Registration Form was sent to the membership inviting them to pre-register for the conference. Thus far, two members from Delta College have pre-registered and five members have booked accommodations at the Inn.

The next meeting of the Local Arrangements Committee is scheduled for Friday, June 24th at the Oakland Community College-Orchard Ridge campus from 10:00 a.m. until noon.

Professional Development

Carrie reported that the Professional Development Committee is actively seeking new members. Their next meeting will be next week.

The committee received four great nominations for the Outstanding Support Staff Award. They selected a winner and the information was passed on to Dorene Root.

They are currently developing one or two sessions for the annual conference. Carrie encouraged them to try to develop a few more.

Registrar's Practices (Nicole Rovig)

Nicole reported that the Registrar's Practices Committee is working to close out the Drive-In Workshop activities. All participants of the Drive-In have paid and the survey results have been compiled and turned in to the Executive Committee. Also, they have submitted six session proposals for the annual conference.

Secondary School Relations

Carrie reported that the Secondary School Relations Committee is waiting for the online registration for the New Professionals Workshop to go live. Once that is done, they have a stack of invitations to be sent to all the Admissions offices in Michigan. The invitation will complement the list serve email that will be sent out with the invitation. They have a team in

place to work with the registration/payment and one member will be coordinating the communication with the registrants.

A “save the date” message for the workshop was sent out recently via the MACRAO list serve. The workshop has been posted on the MACRAO website and a “save the date” message was included in a recent MACRAO newsletter. Once registration is live, they will request another advertisement be included in a future newsletter.

The committee’s last meeting (prior to the workshop) will be held on June 22. They will be working out many of the small details for the workshop at that time. The bigger tasks are mostly taken care of at this point.

The committee has four sessions approved for the annual conference and they would like two more approved. Tom Hampton has a message in to Katherine to work out the details.

The committee is working on a Mentoring Program for newer admissions reps to form a partnership/mentoring relationship with a veteran from another college/university. They plan to kick this off at their workshop in August. They have a rough draft application developed and plan to market the program over the summer to veterans interested in mentoring and also to newer admissions professionals. This program will be a collaborative effort with the College/Day Night Committee and the SSRC.

Sustainability Committee Ad Hoc (Chris Marx)

Chris reported that the Executive Committee has responded with their top five ideas from the report submitted by the Sustainability Committee. Debbie asked for ideas on moving forward with the SWOT Analysis. Chris said he will call the committee together and start to work on it. The EC will be involved. Chris will put together a session for the annual conference to report on the results. The committee will have a comprehensive report by the end of the year.

UIC/LDS Committee Ad Hoc

Kris reported that Carrie had the idea to start polling people to get feedback from the Starr list serve on the upload and report back to CEPI with any issues. They could possibly use Survey Monkey for this effort. They would summarize the material and bring it back to the Executive Committee before they submitted the results to CEPI. Some schools did not participate in the upload, but they would like to know the concerns of those who did as they felt this information would help CEPI improve the process in the future. There was further discussion on the upload and Karen was concerned about the UIC match rate. Kris said they will be addressing that issue in the future. Congratulations to all those who met the deadline.

There is no session on the upload planned at the annual conference. There was a question as to whether CEPI should be invited to the annual conference. Kris did not believe bringing them to the conference to discuss the upload would be helpful. Kris and Carrie will review and keep the EC posted.

Executive Committee Reports

Treasurer

Funds available as of May 31, 2011

Savings = \$32,853.64

Checking = \$33,090.10

Balance = \$65,943.74

A motion to approve the Treasurer's Report was made by Carrie and seconded by Karen. The motion was approved.

President

Debbie reported that she received two renewal proposals (a two year and a four year) from CVENT. She will send the proposals out to the Executive Committee for review. The EC can discuss them at a later date. Debbie asked if we wanted to continue with CVENT as we have not had much luck pursuing other vendors. Karen and Tammy supported keeping CVENT as they felt it has been a valuable tool. There has also been positive feedback from the committees regarding CVENT. The Merchant fees are high, but Pete is working to bring these fees down. The consensus is to continue with CVENT.

Debbie announced that a contract has been signed for the 2013 Tri-State conference in Indianapolis. She will send Kris the information to post on the website. The conference will be November 6-8, 2013 at the Sheraton in Indianapolis. Debbie has deducted 250 spots from CVENT for 2013.

There was some discussion regarding the maintenance of the Guest Application. It was decided to leave it up to the Articulation Committee to resolve the issues.

Debbie distributed her recommendations for By-Law changes. These changes will be highlighted in the newsletter prior to the annual conference. The only change is who will be responsible for the Michigan Uniform Guest Application.

President-Elect

See the Local Arrangements Committee report.

Vice-President

Carrie reported that she has been working with the committees and on plans for the 2012 conference at the Bavarian Inn. A deposit has been made to the Bavarian Inn, contracts have been signed and she is beginning to work on the conference budget.

Past President

Karen reported that the Nomination Committee met this week and she is working on a report. They are still trying to look at nominations and Karen is hoping to have the final report to the Executive Committee by the July 15 meeting so a final decision may be made.

Secretary

None.

Historian

Dorene reported that she has been working on the honorary memberships for the 2011 annual conference. She has been doing some research on the guidelines for honorary membership regarding past presidents. There was some question as to how to interpret the language as to what constitutes a past president. Does it mean that you have to serve as a past president or serve as a president in the past? It was decided that it the language means you just have to serve as a president in the past.

Dorene would like to go forward with the two candidates she has for Honorary Membership. They are Mike Owens and Scott Owczarek. A motion was made by Karen to put them both forth for Honorary Membership. The motion was seconded by Carrie and approved.

Web Editor

Kris reported that it has been quiet on the web editing front. Please see the UIC/LDS Committee Ad Hoc section for other comments.

Newsletter Editor

Debbie reminded everyone to send any news articles they may have to Janail.

Membership Coordinator

Tammy reported that she has wrapped up the Spring Drive-In and all attendees have paid. Nicole Rovig was a great help with getting information to her in a timely manner, which made it easier.

Tammy is close to having the New Professional Workshop site ready. Once that is completed, she will then be working on the vendor site and member site for the annual conference.

Collecting dues through CVENT was discussed. Tammy feels we should skip this year and look at next year. There needs to be further discussion and Pete needs to be involved. Debbie will inquire with CVENT about this and see if there is an additional merchant fee option. John Meldrum asked about PayPal and there was some discussion regarding this option.

Compass College of Cinematic Arts' application for membership was discussed. It was decided that the EC would ask for additional information since Compass has only been approved as a college since April 12, 2011. Tammy will make the request for additional information.

Old Business

Compass College of Cinematic Arts (formerly Compass Film Academy) Membership Application
See notes under Membership Coordinator.

By-Law Changes/Updates – Enrollment Management – Guest Application Maintenance
This item was covered above under the President's section.

New Business

None.

Comments from the Floor

None.

Adjournment

The meeting was adjourned at 12:58 PM. The next meeting will be Friday, July 15, at the Central Michigan University-East Lansing Center.

Respectfully submitted,

Vicki Stewart
MACRAO Secretary

