

**MACRAO Executive Committee**  
**September 18, 2009**  
**CMU – Lansing Center, East Lansing, Michigan**  
**2900 West Road – Suite 301**  
**East Lansing, Michigan 48823**

**Attendees:**

Debbie Harju Karen Hutslar, Pete Lacey, Anne Monroe , Scott Owczarek, Dorene Root, Kristin Schuette, Howard Shanken, and Janail Silver; Committee Chairs and Co-Chairs: Kara Fields, Carrie Jeffers, Chris Wolfs, Doug Potter.

**Absent:**

Stacey Stover

**Call to Order:**

The meeting was called to order at 10:05 a.m. by Karen Hutslar. The minutes from July 2009 were moved for approval by Debbie Harju and seconded by Howard Shanken and approved.

**Committee Reports:**

**Kara Fields & Carrie Jeffers – Registrar’s Practices Committee:**

The committee had questions on presenters for the conference as well as some confusion regarding how sessions were approved. Anne followed up with a reminder message to committee chairs regarding where to find and confirm sessions on the MACRAO web site.

**Chris Wolfs – Enrollment Management Committee:**

The committee had a meeting in June. They had a discussion on sessions and they are finalizing their session proposals for the conference. They have 5-6 active committee members.

**Doug Potter – Articulation Committee**

The Articulation Conference Summer Summit brought in net revenue of \$500. They are developing a proposal to update the MI Uniform Guest Application and will bring it to the Executive Committee before the annual meeting. They have an upcoming meeting in October to decide on the best transfer program award. Dorene asked about moving up the deadline for the transfer program, EEO and Support Staff awards so we could have more time to get the awards. CVENT worked great for the Summer Summit. Chris has taken the lead on getting

sponsorship for the Bologna session. They are currently trying to select a co-chair for 2010.

### **Paul Schmidt - MTN**

Paul was unable to attend but submitted his report to Anne. He reported that they have been fortunate in that no issues have arisen that require resolution with MTNs. As of September 1<sup>st</sup>, MTNs has 54 institutions that have posted/uploaded equivalencies for a total of almost 834,000 equivalencies on the system. As of September 1<sup>st</sup>, there were approximately 19 institutions (that can be expected to participate) still not posted and of those 19, 9 have expressed an interest, and have been issued an ID on the MTN system. That leaves just 10 institutions to recruit and our focus this fall will be on recruiting those 10 and helping the 9 who have ID's to get posted.

Because most of the large institutions have already posted, the growth from now on will most likely be smaller. Therefore, the focus will be on recruiting institutions that are not participating as well as encouraging institutions to update their equivalencies and edit their data for problems and inconsistencies. The committee has already begun to address this with sessions on Recruiting and Data Update/Cleaning at the Summer Summit. They were pleasantly surprised at the attendance and interest. They will sponsor these two sessions again at the annual conference.

The committee will also be working on selecting a committee member to train as a special technical assistant to Kris and also recruiting from the membership a new chair for the committee. Howard suggested that the Executive Committee could recommend this as part of the past president's role.

### **Officer's Reports**

#### **Treasurer:**

Funds available as of September 18, 2009:

Savings = \$32,767.93

Expenditures = \$42,007.00

Balance = \$74,774.93

Pete distributed copies of the August and September budget. Membership dues have been paid by all but 19 schools and a reminder has gone out to those that have not paid. Pete suggested that we need to remind committees that are planning events to budget for merchant fees for online transactions such as CVENT and American Express. American Express charges us a fee for transactions so we may want to consider not accepting them any longer. Karen will make a note and we will look into it for the future.

#### **Past President:**

Nominations have been finalized and brought forward to the Executive Committee. Karen will send an email to the membership regarding the

nominations next week. Howard noted that we should complete the nominations process much earlier next year.

During the conference, we will need to vote on:

1. Nominations Committee –
  - a. 2 year = Carrie Jeffers
  - b. 4 yr private = Ron Hultman
  - c. 4 yr public = Michelle Thomas

Note: Howard Shanken, Paula Dykstra and Karen Hutslar are the other members

2. Secretary = Vicki Stewart
3. Vice President = Scott Owczarek

Note: Scott's nomination will open the Membership Coordinator position.

Note: Nominations can also be taken from the floor.

### **Vice President:**

The theme for MACRAO's 2010 Conference will focus on reinventing ourselves. We are continuing to reach out to the Financial Aid group to collaborate. Anne is considering Mark Milliron as a possible speaker and are seeking LAC members for 2010.

### **President:**

Karen announced that AACRAO cancelled the December leadership meeting. Instead people will be encouraged to attend the state and regional workshop at the AACRAO conference. At the MI Pre-College and Youth Conference at UMAA – Karen is going at to represent us. Renae Gavitt contacted Karen on behalf of the College Day/Night Committee regarding a college fair that charges \$150 to colleges that attend. It is generally only considered ok to charge for busing for students and this is not the case with this fair. Renae is checking with the contact to see if it could be moved to another location so that there wouldn't be the additional cost and will let Karen know.

### **President-Elect:**

Debbie provided Pete with an update on the conference registrations and mentioned how much she likes using CVENT. She said that everything is set for the conference including our keynote speaker. The keynote speaker's books have been ordered. Pete inquired about the 300 books and asked what our plan is if we don't use them all. Debbie noted that this was contractual and we can use/reuse books for other reasons or as speaker honorariums.

A reminder will go out to the membership regarding the Early Bird deadline which is coming up soon. We currently have 137 attendees which is just past 50% of our budget projections. Debbie noted that we have quite a few pre-conference only registrations from many Northern MI schools for the FERPA session. A registration category for "Guest Speaker/Honorary Member" has been created to allow the LAC to track special guests and presenters. In addition, all name tags

can be produced via CVENT. Doreen asked if we had a comparison between hotel and conference registrations. Karen said that we have done this in the past, but generally not this early.

**Historian:**

Dorene mentioned that she will be responsible for ordering the plaques for the conference and that this is the first year she has done this role. Scott McMillan will be eligible for honorary membership. Dorene sent him a letter inviting him to the dinner but has not heard a response back yet. Scott will try to get a final confirmation. Dorene and Debbie will discuss gifts for the LAC and EC.

In July, Dorene contacted the Department of the Treasury regarding our tax free status, but has not heard anything back. If anyone is planning on going to AACRAO and would like to be a session facilitator, please contact Dorene.

**Web Editor:**

No report.

**Newsletter Editor:**

Janail sent an email with a call for submissions for the next newsletter. Karen suggested that in October we should include something on the New Professionals workshop.

**Membership Coordinator:**

The Ava Maria Law School has moved to Florida and is no longer a member institution.

**Godfrey Hamel, Danneels & Company – Accounting Firm.**

We had a representative, Steve Guarini (CPA), from Godfrey Hamel, Danneels & Company to help us explore steps MACRAO should be taking to ensure fiscal solvency for today and the future. They recommend an audit which is essentially a demonstration of good internal control. They would need to know more about us to determine the audit level we would need to benefit from. MACRAO is under \$200,000 total revenue which means we do not have to meet the state's requirements to have a review. The bigger reason to have an audit is to establish a foundation for internal controls. Internal controls are even more critical in a small organization that is Board managed. An audit is not our only option. We could also do some other review or assessment of our internal controls. However, before we would do this, we would want to review our policies and procedures. We have already begun to have some tracking measures with CVENT.

We inquired about the 990 form and our options for completing it. We were told we could do the EZ form, but at least completing the 990 form was a good exercise in reviewing what policies we need to have in place. Steve noted that with the new 2009 version of the 990 form we still meet the requirements to do

the EZ as the new requirement is to be under \$500,000 in assets. We may also meet it for 2010 as the requirement is to be under \$200,000. We inquired to find out if it is appropriate to sell products at our conference and if we need to collect sales tax if we sell extra books, shirts and/or hats. Steve said he would verify and let us know. Dorene received clarification from Steve that we don't have to renew our tax exempt status. The status will remain with us unless we change our organization type.

Karen asked about our budgeting process and benchmarks for reserve amounts, etc. Steve said that it depends on our future planning. He advised us to build up more of a reserve in our budget. We asked for a percentage to shoot for and his recommendation was that this also depends on our plans as an organization. Karen said that we will need some expertise on what is the best route. Steve said that there may be some fee for services provided and we could look at the cost structures and cost controls. We may even want to consider a user fee for MTNs. We also discussed the idea of different fees for institutional membership dues possibly a sliding scale based on the size of the institution, the number of members, etc. We may want to look to some type of foundation to underwrite costs or possibly a grant application to support MTNs. We also discussed the idea of partnering with another non-profit such as the MI Colleges Foundation. Pete asked about software packages and a backup plan for our Treasurer position so that it remains consistent from year to year. He also noted that our internal controls are not that tight. The Treasurer has total control over just about all fiscal matters. Steve said this is the purpose behind doing a policy and procedure review and recommended some software packages and some that are available for non-profits.

### **Old Business:**

There was a recommendation for a session on Red Flags at the conference but we are having trouble finding a presenter. Scott, Anne and Karen will continue to inquire. Howard suggested a panel which may give us a diverse prospective.

Scott may use Survey Monkey to send a message out to the membership on the proposed MACRAO logos. He has samples of the four logos and there is still adequate time before the conference.

Karen, Debbie, Howard, Kris and Scott were all at the kick off meeting on Electronic Transcripts on September 2, 2009. Karen noted how important it is for colleges and universities to sign up to be a receiving institution. There is some good information on the CEPI website, including a webinar. The process will start with the secondary transcripts and then with post secondary transcripts. There will be additional meetings hosted by CEPI for questions, concerns and concepts, especially about the data warehouse for our student information. Howard expressed concern about other places where this data was tapped into.

The October Executive Committee meeting is scheduled for October 16, 2009 in Mount Pleasant. We reviewed the date because it is a conflict with the Michigan Community College Student Services Association (MCCSSA) Conference however we decided to keep our meeting on this date.

**New Business:**

We discussed ideas and dates for the Leadership Summit and Executive Committee Retreat. Debbie proposed a Friday meeting with the chairs and co-chairs for the Leadership Summit. We could discuss CVENT as well as other items that would help them be successful during the upcoming year. The Leadership Summit will be held on December 4, 2009.

We could meet in January for the Executive Committee Retreat to set goals and a calendar. We will meet on January 21 and 22, 2009 and utilize discounted Boyne points.

Karen distributed a Business Meeting Agenda and to do list for the conference and asked for feedback.

We had a discussion about the dues revenue. Karen and Pete will be leading a session on Friday to talk about projection of revenues for the future, looking at our dues structure, other ideas for generating revenue, and creating a financial task force to look into this. Howard suggested that we do webinars as a possible way to generate revenue. Scott mentioned MTN clean-up effort webinars as a possibility. Other topics could include FERPA, electronic transcripts, Red Flag Rules, etc. We thought these might be good options for the Data and Technology Committee and the Professional Development Committee. We may also want to consider MACRAO as a webinar option like AACRAO. Janail suggested the idea of asking members to pay two years up front as an incentive.

Annual Conference updates included:

1. Certificates are needed for presenters.
2. Betty Huff from AACRAO will come to give an AACRAO Update. She will sit at the head table. Betty is going to be working at the University of Memphis as she has left her position at the University of California.
3. Professional Development Committee nominations for the Support Staff Award are due September 18, 2009.
4. Scott will be preparing the voting cards.
5. Appreciation Gifts for the Executive Committee and Chair have been budgeted at \$15 to \$20 and will be tied to the theme. We discussed whether we should do gifts and decided that it was appropriate to recognize the leadership.

**Comments from the Floor:**

None

**Adjournment:**

The meeting ended at 1:46 p.m.

Respectfully submitted,

Stacey M. Stover

MACRAO Secretary



**Treasurer's Report to the MACRAO Executive Committee**  
Friday, August 21, 2009

FUND BALANCE - July 16, 2009

Savings:	\$32,759.61
Checking:	<u>\$22,549.92</u>
	\$ 55,309.53

RECEIPTS:

**Savings**

Interest-Savings - July 2009	\$4.16
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**Checking**

2009 Membership Dues & Cvent Deposits	\$13,100.00
Fall 2009 Annual Conference - Registrations & Vendors	
New Professionals Workshop Registrations	

TOTAL MONTHLY REVENUES	<u>\$13,104.16</u>
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TOTAL ACCOUNT BALANCE	\$ 68,413.69
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DISBURSEMENTS:

**Executive Committee Expenses**

EC Meeting - Lunch	\$70.59
Insurance Payment*	\$1,895.00

**Cvent Expenses**

Capital One Merchant Fees	\$176.89
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**Michigan Transfer Network (MTN)**

Monthly Service Fee - August 09	<u>\$991.00</u>
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TOTAL MONTHLY DISBURSEMENTS	<u>\$3,133.48</u>
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FUNDS AVAILABLE, August 21, 2009:	<u>\$ 65,280.21</u>
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Savings:	\$32,763.77
Checking:	<u>\$32,516.44</u>
	<u>\$65,280.21</u>

\*NOTE: Insurance was billed incorrectly for \$1895. Actual bill was \$1000. A refund of \$895 was deposited on 8/17/09

Respectfully submitted,

Pete Lacey  
Treasurer



**Treasurer's Report to the MACRAO Executive Committee**  
 Friday, September 18, 2009

FUND BALANCE - August 21, 2009

Savings:	\$32,763.77
Checking:	<u>\$32,516.44</u>
	\$ 65,280.21

RECEIPTS:

**Savings**

Interest-Savings - August 2009	\$4.16
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**Checking**

2009 Membership Dues & Cvent Deposits	\$15,110.00
Fall 2009 Annual Conference - Registrations & Vendors	
New Professionals Workshop Registrations	

TOTAL MONTHLY REVENUES	<u>\$15,114.16</u>
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TOTAL ACCOUNT BALANCE	\$ 80,394.37
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DISBURSEMENTS:

**New Professionals Workshop**

Lexington Lansing Hotel expenses	\$4,266.52
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**Cvent Expenses**

Capital One Merchant Fees	\$342.98
American Express Fees	\$18.94

**Michigan Transfer Network (MTN)**

Monthly Service Fee - September 09	<u>\$991.00</u>
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TOTAL MONTHLY DISBURSEMENTS	<u>\$5,619.44</u>
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FUNDS AVAILABLE, September 18, 2009:	<u>\$ 74,774.93</u>
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Savings:	\$32,767.93
Checking:	<u>\$42,007.00</u>
	<u>\$74,774.93</u>

Respectfully submitted,

Pete Lacey  
Treasurer