

**MACRAO Executive Committee Meeting**  
**December 7, 2001**  
Walsh College, Novi, Michigan

**PRESENT:** Holly Diamond, Tory Parsons, Doreen Root, Sheri Samaha, Steve Shablin, Dick Stevens, Carol Taberski

**ABSENT:** Mark Ulseth, Vickie Scavone

**CALL TO ORDER**

Holly Diamond called the meeting to order at 10:20 a.m.

**MINUTES**

Dick Stevens moved and Tory Parsons seconded a motion to approve the minutes of the October 22, 2001 meeting with no corrections. Motion carried.

**REPORTS**

**President.**

Holly Diamond shared the feedback and evaluations of the annual conference. She was disappointed that very few overall conference evaluations were returned, however, overall comments were positive. Shanty Creek seemed to be a good location this year due to MACRAO's strong history and the comfortable facilities.

Discussion centered on conference location. Tory reminded the committee about previous discussions suggesting efforts to develop a triangle system whereas the annual conference rotates around the state. Rotating sites could increase attendance, entice new members to attend, and promote daytime registration.

Concerns with metropolitan sites include cost. The Shanty Creek location should continue in the rotation since it is the most cost-efficient location.

The historian noted that 1985 was the last annual conference (excluding tri-state conferences) held at a location other than Shanty Creek and it was held at Jackson Community College.

**Newsletter**

Holly Diamond recommended Lauren Kron, Lake Michigan College, as MACRAO's new newsletter editor. Holly will contact Lauren to see if she is interested in the position. Holly will outline the expectations and time commitment of the Editor to ensure Lauren's schedule is flexible.

Discussion on the newsletter included the value of printing a hard copy and the cost of sending it to each member versus sending an email attachment or posting the newsletter on the MACRAO website. Dick Stevens and Steve Shablin expressed interest in moving to an electronic system, however, Dick reminded

the committee of the list serve problem and recent virus. Steve would like to explore the move to electronic newsletter. He will explore the technology that would allow us to deliver the newsletter directly to personal email addresses or group email lists.

Committee brainstormed on ideas for the newsletter. Ideas included:

Two published newsletter

March 1 -Winter/Spring edition

August 1<sup>st</sup> Summer/Fall edition and should be tied into annual  
Conference materials

February 1 will be the deadline for information/articles for Winter/Spring newsletter

Honorary members included in August 1<sup>st</sup> newsletter

Possible field reporters to assist editor with articles

Entice membership to submit articles from their professional or personal files

Include educational pieces in newsletter that are important to higher education

Sessions at annual conference can turn into featured or follow-up articles

Holly reported the cost of the newsletter equals \$850-\$880each edition. Top grade paper would add an additional \$500 to the cost.

### **President -Elect.**

Tory Parsons reported the number of new committee members is at a total of 35. Graduate and Professional Committee is back on board with a healthy membership of six.

Tory reminded the Executive Committee to maintain and manage yearly rotation of committee members.

All committees except Professional Development were present at today's annual MACRAO Committee meeting.

Tory reported on a possible Graduate and Professional workshop in Advance Administration Practice to focus on mid-management issues, supervision, and situations practiced by a higher level of leadership.

Tory noted that the Local Arrangement Committee would meet on December 13, 2001 to discuss conference theme and keynote. Committee suggested possible keynote speakers:

- Christine Holton (MACRAO member and former Assistant Director of admissions at CMU)

However, there were some concerns about Christine and the fact that she presented three years ago and the repeat message may not benefit the conference. In addition, her speaking fee has increased.

Other speaker ideas:

- Tim Allen

- Jerry Conrad

## **Vice President.**

Steve was congratulated on being the new Vice President and appreciated all the support. He indicated that he would try to attend the Local Arrangement committee meeting on December 13. Tory reminded Steve to set deadlines for committee chairs to present budget and conference plans to the Executive Committee. The President and Vice President have responsibility for final approval of all conference sessions.

## **Past President.**

Dick Stevens and Cynthia Merrit reported on the Nomination Committee. The primary agenda of the committee is the search for Vice President and Treasurer. Dick and Cynthia outlined the nominating plan to include:

- Increase method of soliciting candidates to include a letter to all membership asking for candidates; publishing announcements in the MACRAO newsletter and on the websites for candidates.
- Set up and maintain a timeline for early identification since this is the key to solid candidates. Dick reported communication to membership would begin in February. The first step is to summarize the nominating process. Cynthia stated the committee wants the process to be more visible with the committee charge clearly understood by membership.

Dick reported a timeline for the nominating process:

- Communication to membership will begin in February
- Potential candidates submitted to Executive Committee in April
- Select final candidates in the month of June
- Throughout the months of April – June, Committee will contact nominees with explanation of responsibilities and time commitment.
- Nomination Committee will develop a “vita” form for each candidate to assist the Historian with membership background check.

Executive Committee suggested an article in the newsletter to educate the membership about the nominating process.

Dick Stevens requested a budget for the Nominating Committee for mailing nomination forms (approximately 1,000) to the members.

Dick reported an additional charge of the Nomination Committee is to set up leadership training sessions. He will contact one of the standing committees to co-sponsor. Dick requested a \$300.00 budget for seed money for the session.

Dick will submit a budget for mailings and a contingency plan if the first mailing is unsuccessful. Treasurer supports money for the first mailing but suggests use of the MACRAO newsletter as a follow-up. Future meetings include late February/March and May to finalize nominations.

## **Historian.**

Dorene Root opened up the discussion to clarify MACRAO's involvement and recognition for honorary members and retirement recognition. Discussion on retirement recognition included:

- Who gets recognition
- How do you gather information about retirement
- What to send retirees to congratulate them

There was a suggestion to gather retirement information in every newsletter by way of announcements or a featured article. All information about retirement should be forwarded to Dorene. Dorene will be responsible for sending out certificates.

Carol Taberski made a motion to send certificates to those retiring, not meeting honorary qualifications, and have had involvement in MACRAO.

Steve Shablin seconded the motion. Motion carried.

Dorene reminded the Executive Committee about submitting a nomination to AACRAO for the Ockerman Award. Tory Parsons suggested the nomination of the New Professionals Workshop hosted by Secondary School Relations Committee. Holly Diamond will contact the committee for a description of the workshop. Holly will investigate and submit (with Executive Committee approval) AACRAO form. Dick Stevens reminded Holly to follow the strict guidelines on Ockerman nomination form.

### **Webmaster.**

Holly Diamond reported a brief update in Mark's absence. The first priority for the MACRAO website is to update the site. Discussion included a financial commitment to maintaining and hosting the listserve and website. Webmaster should investigate options on host websites and listserve service within the organization. Dick Stevens prompted the Executive Committee to also investigate outside agencies because MACRAO does not want to get in a position of paying membership when offering a service.

### **NEW BUSINESS.**

Holly reported that MACRAO would sell blue jean shirts with the MACRAO label (worn by local arrangement committee members during conference) to all MACRAO members. Holly will send out a mass mailing regarding the sales. Holly will also investigate direct payment to vendor as an option.

Next Executive Committee meeting will be Wed, January 30 from 9:30-2:00 in Lansing at the MASSP Building.

February 22– A Committee Chair and Co-chair meeting to recap conference sessions, workshops, and budgets. The meeting will be held at Walsh College. The agenda will include:

- 9:30-10:00 Refreshments
- 10:00-3:00 Committee meetings

### **Treasurer's Report.**

Carol Taberski reported the current balance is \$49,746.88. Holly Diamond is reviewing the annual conference expenditures before handing the budget report to Carol. Holly also reported there would be an increase in keynote speaker fees that reflect the market and the Executive Committee's recommendation to invite a dynamic speaker who would engage the conference attendees.

Dick Stevens commented on the healthy current balance of a nonprofit organization. His suggestion is to get the disbursements and expenditures completed by the fiscal year so that our budget concurs with regulations of a nonprofit organization. Holly projected the expenses of the annual conference and the "New Professional Workshop" will bring the budget to an end balance that is respectful for a nonprofit organization.

Carol reported that four schools have not paid membership fees. Discussion also included the fact that we lowered institutional membership fees and questioned if we should do it again this coming year. Dick suggested a final decision should not be made until all expenses are paid, a registration fee decided for the annual conference, and a report from the Ad Hoc Membership dues committee regarding the constitution and bylaws for consistency and equity in membership and dues is produced. However, a decision by Executive Committee should be reached by August.

Carol reminded Steve to instruct Committee chairs to fill out Macrao Committee Budget Request forms.

Dick moved to accept the Treasurer's report. Tory Parsons seconded the motion. Motion carried.

## **Committee Reports**

### **Data and Technology**

Chair, Pam Horne, began with a question to the Executive Committee regarding collecting data on admissions and enrollment. Pam would like the Executive Committee to discuss if there is a need to systematically collect and distribute data on the MACRAO website for the entire membership to review.

Pam listed sessions for the annual conference to include:

- Effective website
- Birds of a Feather – fireside chat
- Systems Implementation- dealing with psychological and emotional resistance of new software
- Outsourcing and working with a third venue
- Web application (repeat session)

Pam noted that the Committee does not have a co-chair.

## **EEO**

Chair Dan Segura began his report with feedback on session time length at the next annual conference. Dan suggested that no lunch be provided at the conference. This would allow conference attendees free time to explore Grand Rapids.

Dan reported that the committee brainstormed on six conference sessions, whereas many will be in conjunction with other committees. They include:

- Marketing strategies for your University
- Focus on accessibility of special needs students at your institution.
- Strategies on Recruiting Asian American and Middle Eastern Students
- Homeschooling session with secondary relationship committee.
- Building stronger relationships with urban high school counselors
- \*possible joint session with secondary relations.
- Women and networking – Breaking down barriers to leadership roles
- \*possible joint session with Graduate and Professional Committee.
- The untapped recruitment market – Native American Students.

### **Secondary Relations.**

Tracey James-Heer, Chair, and Holly Toggweiler, Co-chair, reported on sessions for annual conference to include:

- Developing counselor relations – Panel
- Road warriors – repeat session to coincide with new professional workshop
- Campus visit sessions

The “New Professional Workshop” is also in the planning stages and the committee is working on a theme.

### **Registrars**

Sheryl Matsudo, Chair, reported on the committee’s discussion on “Registration Drive In” session. There is some difficulty with dates due to spring break and holidays. Suggestion made to have it in late February or early March. The committee is looking for a location and will begin to contact MACRAO membership to host the event.

The format of the workshop will include a roundtable discussion and question/answer format where the committee will determine special topics. (i.e. How are you dealing with 9/11 attack)?

Fall conferences include:

- TIEF Crief– schedule appointments with agent to discuss options.
- Fireside chat for registrars only
- FERPA – in relation to 9/11 attack
- Fraudulent transcripts
- Virtual learning progress

### **Graduate and Professional Studies**

Christina Grabowski reported for the committee. The 3 main topics were:

- Revitalizing the committee-they are very excited to have six committee members.

- Developing a Professional and Graduate Workshop to focus on resources to recruit graduate students to your University.
- Three Sessions for annual conference to included:
  - Embassy visit
  - Online recruitment and tours
  - Roundtable discussion on graduate issues

## **College Day/Night**

Shannon Mulally, Chair, first reported on sessions for the annual conference:

- Panel discussion with students on what they would like to see at College Fairs
- Panel of Host Site to discuss what is done on their end and issues they face within the community when hosting a college fair
- Stereotypes – students at your table

Shannon reported that her 16- member committee has their hands full with unsanctioned fairs issues, updating and distributing MACRAO guidelines, and transfer fair issues. The committee will revisit guidelines on how to sanction a fair. The goal is to inform membership, MACAC, MASSAP, and DASUM on basic guidelines. Historian Doreen Root thinks she can locate the original guidelines that were submitted by the committee in previous years.

Suggestion made to submit an article for the MACRAO newsletter on Sanctioned vs. Unsanctioned Fairs. Many thought it was important to educate the membership to assist the committee in educating the high schools on MACRAO history and the reasoning behind the College/Day Night calendar.

## **Announcements.**

Holly Diamond reminded the committee chairs and co-chairs that the President must approve all publications under the MACRAO name. In addition, Dorene can locate historical data on each committee, so she can be used as a resource. The Summer Articulation Conference is June 12-14 at Frankenmuth, Michigan. Holly also reminded committee chairs hosting workshops that no contractual agreements can be signed without Presidential approval. When planning your workshops, all budget requests must be sent to her. Budget requests and conference sessions are due by February 15. Tory requested that committees pull together resources for AV equipment based on increased hotel fees.

## **MEETING**

The next Chair/Co-chair committee meeting is Feb 22 at Walsh College.

### **Agenda will include:**

9:30-10:00 Refreshments

10:00-3:00 Committee meeting

The agenda items will include:

- Feedback on budgets
- Preliminary feedback on sessions
- Workshop planning

## **ADJOURNMENT**

The meeting was adjourned by Dick Stevens at 3:30 p.m.

Respectfully submitted,

Sheri Samaha

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Question? Comments! contact: [MACRAO](#)  
Last Revision: Wednesday, December 17, 2003