



## Ohio Association of Collegiate Registrars and Admissions Officers

Board of Directors Meeting

November 4-6, 2018  
Ohio Northern University Metzger Center

Participants: Bob Bulow, Aftan Dewese, Chris Dorsten, Sun Jamerson, Dan Kall, Sue Shepherd, Justin Weimer

Not present: Beth DaLonzo

### **November 4, 2018**

- Sue began meeting at 4:49PM with introductions.  
Review of 2018 Annual Meeting and feedback:
- From the conference, the final bill was \$33,846, slight over the LAC budget of \$30K.
- Did not account for with original budget of the default applied 19% gratuity.
- Sawmill made all adjustments that Chris/Heather noticed were wrong with the bill. Key reminder - Sawmill charges for everything whereas the state parks are a little more lenient.  
Common complaints were the musty smell of the rooms.
- Some comments relative to there being another group – keep in mind this would be an issue if we were to do a major city.
- Closing speaker was dull and not well received.
- LAC had many service issues with the facility – example was Beth's reception; lunch on the business meeting that was late.
- Likely to not recommended to return in a few years' time.
- Some line items did not get charged to our bill; not all of the drink tickets were used – still significantly under what was planned to have been used.
- Theme night was a great hit – it did not feel crowded and everyone enjoyed the trivia night beforehand.
- For LAC co-chairs next year – just need to be specific to the committee who is serving for their responsibilities for the logistics of the conference at the conference.
- Vendor reception that conflicted with OACRAO events is something to be strategic about to see if we can prevent and/or offer something else to “buy” from an exhibitor perspective.
  - We could re-think of offering a lower price point to account for offering more reception purchase options?

- Something to consider would be one, full concurrent session for all vendors immediately following exhibitor shout-out. Issue would be that it would decrease the number of vendor sessions overall.
- Something we want to keep in mind is that we're not an exhibitor-based conference; we're a professional development conference that want to keep exhibitor sessions limited.
- Possibly incorporate more exhibitor sessions if it doesn't impact overall count of other sessions.
- The conference swag was well received.
- Adding revenue:
  - Could have a lunch sponsorship that would include a slideshow during a lunch.
  - Could add exhibitor sessions on Friday. Something to think about moving forward for 2019.
- Overall, exhibitor feedback was positive. Food location within the room was great on Thursday.
- Things to consider:
  - Exhibitor speed-dating idea: incorporate something along those lines with a gift-card(s) as prizes for accumulating all of the info needed from the exhibitors.
  - Re-think timing of when Scholarship starts/ends.
  - Re-think the sponsorship offerings, especially the items that aren't being sponsored already. Be cognizant of not over-extending the ask for additional sponsor revenue.
  - Food break sponsorship opportunities is something we do not want to think about decreasing sponsor revenue for.
  - Entertainment is dependent on your location due to the cost of having to drive people in versus other locations. All plays into the overall budget relative to the facility.
  - Revisit the possibility of having exhibitors being there in the morning at registration for Wednesday.
  - Possibility of getting a newsletter article out to talk about the reasons why OACRAO goes to a state park for lower costs.

The group broke for dinner at 6:02PM.

The group reconvened at 7:11PM.

#### 2019 Annual Conference Planning:

- Considerations:
  - Is there any way to account for seat counts for sessions that need more seats, etc?
  - Closing speaker – difficult to find someone to tie everything together that is dynamic.
  - Consider possibility to have a closing speaker sponsorship that would help cover costs of paying a closing speaker.
  - Explore the possibility of having vendor sessions on Friday.

- Reservation for having vendors sponsor everything – it's difficult to get all of our opportunities sponsored for. Be careful trying to assume that we'd add sponsorship opportunities so easily.
  - Pre-conference activities for the conference are location specific to think about.
    - Cost is something to keep in mind – down in attendance this year due to the price of the winery tasting.
  - The overall schedule layout is still strong – maintain that for next year's conference.
- Program Planning Palooza:
- Timing of it needs to remain the same to account for getting together an early version of the schedule for those who want to register/pay for conference before end of FY.
  - Hard part to manage is the confirmation with presenters that they are presenting due to program planning committee chairs not doing outreach to confirm to presenters.
  - Always an issue is the timing of the conference being during admissions travel season, causing sessions to be more registrar heavy.
  - Something to revisit would be the groups of topics for the sessions we're recruiting for.
  - Think about making the admissions topic be more broad to enrollment planning.
  - A big idea topic for this year would be to get more admissions folks involved.
  - Committee assignments:
    - Initially reviewed the committee assignments.
    - Further discussion tabled until Monday when Beth arrives.
  - Joint conference discussion: goal is to just keep it to be Ohio for the foreseeable future.
  - MemberClicks registration handling:
    - Logistics of the conference support and reporting – need to figure out initial setup which will be more difficult this first-time.
  - Conversation about focusing LAC on being from the local region for the conference, versus driving across the state due to time commitment and budget surrounding the travel for LAC members.
    - Re-think the focus on who actually needs to travel to the location for meetings.
    - LAC co-chairs would need to be in charge more for who goes and who does not.

Part-time position discussion:

- Potential for hiring an admin on contract basis to focus around conference planning and leading up to it; focus on adding the summer workshops and OSI; potential for looking for graduate assistants from OACRAO list-serve of these roles
- Unsure of what we will need in the upcoming year.

The group broke the meeting for the evening at 8:31PM.

## **Monday, November 5, 2018**

Beth DaLonzo now present for the meeting.

The group started the meeting at 9:09AM.

- The group reviewed the committee lists and made adjustments to list based on updated information.
  - Beth will reach out to prospective chairs/vice-chairs and will maintain spreadsheet to send to Bob to update the website.
- Planned out meeting schedule for upcoming year for Board:  
Budget Discussion:
- We need to develop more documentation related to processes to put history down onto paper and to provide upcoming Board members direction for their roles or past-history.
- Includes the budget, where there is not much documentation for line-item purchases that are being paid for and/or detail behind what is being purchased.
- Having a realistic budget outlined will provide more clarity for how costs are increasing and what our commitment is to moving the organization forward and being able to sustain the programming we have in our organization.
- The conversation is to focus on how we're spending money, and being strategic to figure out what we're spending money on and why.  
Roles and Ideas:
- Conversation regarding the roles and if any duties need to be added to some of the roles.
- Conversation about some components of roles that may not necessarily fit within their role just because of the function.
  - For instance, when it comes to ordering plaques or clocks, it's OK to use a different vendor so long that the general aesthetic of what we usually order stays fairly consistent.
- Action Items:
  - For all of the Board – keep a running list of who's responsible for the tasks and/or if it could be an admin assistant; and if it's the assistant, make sure that the Board members are following up to make sure it's being completed.
  - For next Board meeting, everyone can bring timeline of their tasks so we can compile what should be done per role.
  - Organize the Google Drive for each role to make it overall easier to understand.
- Google Drive overview and access issues.
- Include blurb for LinkedIn usage and reason behind it for newsletter; about getting on the list-serve and what it means and how to post; what to post; etc.; remind Registrars to always forward newsletter to their list-serves for their offices.
  - We at our own institutions need to be OK to forward the newsletter to Admissions Offices, etc.

- Suggested article for onboarding new staff to get involved into OACRAO and becoming a member and getting onto the list-serve, etc.
- Would it be worthwhile to have a staff development type of day in the spring related specifically to Admissions?
  - Best practices in recruitment; admissions related topics;
  - Would need to get leadership to buy in to send people to get trickle-down effect of attendance.
  - Could consider having retired Admissions directors come back to present – would be more open to discussing trends or methods versus to those who are still working and are more competitive.
- Emphasize enrollment management to the international and admissions group for program planning to add more sessions to the conference in general.
- Newsletter idea – do a better job of spreading out the scholarship fundraising.
- Ask membership to take pictures of them wearing the OACRAO swag for social media posting.
- Website – do polls with more fun items focused on increasing engagement.
- Could consider doing webinars on a once a quarter basis for an OACRAO-related topic with current leadership and/or newly retired members to increase engagement across memberships.

The group broke the meeting for lunch and afternoon activities at 12:05PM.

The group reconvened the meeting at 7:06PM.

Not present: Beth DaLonzo

New ideas:

- Scholarships for hardships – is this a worthwhile venture to go down the path of?
  - Conversation regarding how it could possibly be setup
  - What type of requirements would we need to have for people who are applying?
  - Would it cover just conference registration and/or would we cover hotel as well?
  - How do you decide if it's people who want to be active versus who want to attend just to be social?
  - What part does it become the person's own professional development over what is the institution's responsibility for sending their staff?
  - Action item – look up different organizations that offer a scholarship program for us to lean on to see how to implement – have materials gathered for next meeting.
- Admissions day workshop – co-sponsored with OACAC
- Develop email to solicit if you've registered a new member so we can do more outreach to those members.
- Update the OACRAO transcript list that originated from Carol Jones that tracked service of OACRAO members and their level of involvement.
  - Focus on the committee service; presenters may not need to be tracked

- Have Board members meet with committee chairs at the conference to get a quick run-down of who has participated throughout the year versus who hasn't in order to accurately track the service.
- Scholarship committee – close out the entire scholarship collection in one-day. Don't extend it into Friday; close it out on Thursday.
  - It would be ideal to marry exhibitor setup with scholarship area to increase foot traffic to exhibitors
- Scholarship fundraising throughout the year:
  - Thermometer idea.
  - Use MemberClicks instead of GoFundMe.
  - Lean on retirees to get more involved.
  - Possibility of separate campaigns for fundraising for scholarship and for hardship for employees
  - Figure out what OACAC does to bring in so much money.

The group broke the meeting at 8:05PM.

## **Tuesday, November 6, 2018**

The group reconvened the meeting at 9:09AM.

Not present: Beth DaLonzo

Workshop Discussion:

- Summer leadership series:
  - Connect with AACRAO based on the topic of discussion, and AACRAO will arrange for them to come out, assuming if we went the AACRAO route.
  - Reviewed 2017 Board notes for discussion relative to Summer Leadership Series ideas.
  - Potential ideas – retention management; co-curricular transcripts.
  - Focus on broader topics such as student success to make sure there's more interest amongst all of membership.
  - Possible topic of The Student of Today and how to get them and retain them.
  - For this year, focus on retention rather than recruitment side.
  - 9:30-1:30 timeframe and include refreshments.
  - Timing in July .
  - Potential for panel at the end with VPs to have roundtable discussion.
- Staff development discussion:
  - How to restrict staff that aren't registrar/admissions can be difficult.
  - How to limit the number of people per institution attending
  - Charge nominal fee to balance out the books and to restrict people signing up without actually attending and/or just walking-in.
  - Include information about registration being \$10 and including breakfast/lunch
- Travel costs for committee members:

- Set up a standard of President approving the travel for those who are being reimbursed with the association's money.
- Focus for paying for travel specific to LAC would be try to re-emphasize being from the local area of the conference.
- Communication outreach to committee members prior to service to indicate travel expectations and what OACRAO will and won't reimburse.
- Need to be more strategic for who is a part of conference planning and making sure we have guidelines.
- New members workshop in April:
  - OACRAO 101 to be a more in-person format for this meeting.
  - Have opposite of the year of OSI to offer new members some type of programming
- WebEx – try for this year and assess how it goes.
  - May depend on what technology the school that hosts it has for the presenter to use.
  - Board decision for how to implement and/or what type of topic or who presents it.
  - Assess ideas for what could potentially be WebEx presentations and bring them to next Board meeting.
  - Let's shoot for two offerings for this year, with early Spring / September timeline.
  - Use popular session topics from conference; and a topic idea from list of sessions that weren't offered to show responsiveness to wish-list items from membership

#### Operational Committees:

- Membership and Mentoring:
  - Will have a meeting with committee.
  - Unsure of the purpose of the business card holder.
  - Expenses for supplies for business card holders, etc will occur this year.
  - Could have adaptive questions for asking if registrants want to be a mentor; and if a first-time attendee, if they're a new member to the organization / profession.
  - During June meeting for Board, should make a determination of who should be mentors that include people from within the organization in addition to the Board members.
  - Focus on including people that want to be mentors.
  - On OSI years, make sure faculty members' mentees are retained to be their mentees at the conference
  - Board intros and game were a good format and will be used again.
- Scholarship:
  - Who's going to oversee what portions of the additional fundraising efforts?
  - Connect with Kimberly to have a conference call during a Board meeting to check-in with her at the beginning of the summer.
  - Sue will check with Beth to suggest reaching out for co-chairs and to Kimberly about involving and leaning on committee to do more work.
  - Suggest committee to meet in January to be able to have follow-up with Kimberly for February Board meeting.

- Program Planning:
  - Create a better balance for new member sessions
  - Provide a list of conference attendees via reporting and/or putting it in the bag.
- Government Relations:
  - Need to determine the goal of this committee, especially in relation to the government relations arm for AACRAO.
  - Worth potentially doing a conference call with AACRAO team; and then decide with the committee members if they're passionate about anything specific to work on.
  - Chris will get the group together and determine interest of hosting a session at the 2019 conference.
- Fiscal:
  - Will connect with group on expectations
  - Provided clarification on expectation of level for detail of the budget breakout that Aftan will prepare.
- By-Laws:
  - Would have to add language if we hire a part-time person; otherwise not many changes.
  - May consider working towards including a CPI model of price increasing for OACRAO.

The group adjourned the meeting at 11:37AM.

**Next Meeting: January 18, 2019 at The Ohio State University**