Ohio Association of Collegiate Registrars and Admissions Officers

Board of Directors Meeting

January 19, 2018
The Ohio State University

Participants: Bob Bulow, Beth DaLonzo, Sun Jameson, Molly McDermott, Michelle Rable, David Schneider, Sue Shepherd, Justin Weimer

Beth called the meeting to order at 10:07AM.

- Welcome
- No additional items added to agenda.
- Approval of November Board meeting minutes:
  - ➢ No comments or additions.
  - ➢ Motion to approve minutes made by Sue; seconded my Molly; unanimous vote to approve the minutes.

MemberClicks Demo – New Website:
- Bob went through a quick overview with AACRAO and the website rep to talk about what would be suit our needs and any potential timelines.
- Technology behind is to be refreshing and be service focused with organizations. Focus is on providing hands on service with customers. System is incredibly reliable – not significant down time with issues which adds value for the system.
- All of the hosting, upgrades, and maintenance are included with the product.
- Product does offer: database management, event management, email marketing tools, dues automation, reporting tools, forms and surveys, social features, event registration and event calendaring. It is a central database, CMS, and website.
- MemberClicks will work to match any theme of current site that is being utilized.
- Can include a sponsorship / vendor area for calling out those supporters.
- Events tab would be content broken out for conference information, workshops, etc.
- There is a right hand tool bar that can include RSS feed for social media, events, etc.
- Website is responsive for mobile-friendly viewing.
- For initial implementation, they'll work with us for initial conversion and will help train our team to make sure we're able to move forward on our own.
- Member login section:
  - ➢ Access for forget password / username will enable users to troubleshoot their own issues.

- Once logged in, system will recognize different profiles so it will enable different tabs, access based on the members affiliation within the database.
- User profiles have user information, affiliations and attributes that can be assigned.
- Can create a "community" of users to connect across the organization almost in a social media manner.
- Users can view their own past submissions to have a record of what they've done and can also access their own invoices so that they wouldn't need to contact us.
- Event forms are customizable. You can register as yourself, for another person, or for another profile.
- Forms are able to be created into a survey, and can have users log in to attach their submissions to their accounts, if needed to validate identity, etc.
- Survey functionality:
  - Are there similar functionalities compared to survey focused companies?
    - There are reporting functionalities that can provide metrics for data analysis.
    - It doesn't have a distribution method for reminder emails, etc. You would have to "tag" a user as not having completed the survey, and then "contact" them.

- Administrator access:
  - Searchable by the profile list, or an advanced search feature.
  - The financial side is built to work alongside with an accounting system to export to QuickBooks.
  - Process for onboarding – our initial implementation does not cut the line of communication.
  - Can make most everything public or private; for instance the member directory can be made public and not require a log-in to view.
  - Separate directories can be made based on our needs, with varying levels of access, etc.
  - You can toggle access by group for every single page of the site, as needed.
- Next steps:
  - Kelly from MemberClicks will send a follow up with an email.
  - Typically a 90-day transition period.
  - Kelly emphasized we will have 4 trainings over 4 main pieces: database training, website training, forms training, and social communities/features that we're interested in.
- Group conversation:
  - Forcing every user to log-in to view our content is not feasible.
  - Mind set will be to make as much public, but utilize some of the private features.
  - AACRAO is covering the fees for the website.
  - The payment processing piece it is unclear for what their transactional fees would be.

- ➤ Agreement on centralizing many of the pieces that are fragmented across different platforms would be a huge benefit.
- ➤ Consider using residency workshop as a proving ground for registration process for paid workshop.
- ➤ Discussion on moving from 123 payment processing to the new one, and the required training that everyone would need to operationalize this in a timely manner.
- ➤ For the 5 forms we're permitted to have them migrate, which ones are critical:
    1. **Membership dues**
    2. **Conference and pre-conference workshops and vendors**
    3. Conference activities
    4. **Residency workshops**
    5. **OSI**
    6. **Membership update**
    7. Staff development workshop
    8. Committee participation form
    9. Session proposals
    10. Leadership series workshop
    11. Conference feedback survey
    12. Vendor survey
    13. AACRAO dinner form
- ➤ 1, 2, 4, 5, 6 for priorities for converting these forms.
- ➤ Bob will digest these forms along with information provided by Kelly to ensure that these forms are the right answer.

Board Reports:

President's Report – Beth DaLonzo:
- Email list-serve update process:
    - ➤ List-serve needs updated to reflect retirements.
    - ➤ Question asked of who drives the update process for the list-serve.
    - ➤ Member directory doesn't necessarily correlate with list-serve updates.
    - ➤ There is no cost for maintaining users on the list-serve relative to the directory.
    - ➤ Sun will send form for updates to those who have requested changes.
- AACRAO conference speaker process for OACRAO conference:
    - ➤ AACRAO is not providing a person list, but a topic list for consideration.
    - ➤ Based on topic, they'd find the right person to send.
    - ➤ Conversation – do we even need someone from AACRAO to be here?
        - o Agreement on it being worthwhile to having someone from AACRAO still attend our annual conference.
        - o Sue will respond to AACRAO and confirm that OACRAO will want a representative to attend our conference.
- Website Updates:
    - ➤ For the workshop page, Molly will write and send updates to Paula.
    - ➤ LAC co-chairs to get the basic 2018 conference information to Paula.

- Possible membership due rate increase conversation:
  - Any increase would require full membership vote during the annual conference, and be instituted for the following membership year.
  - Conversation surrounding the increase of membership due increases.
  - Michelle will run budget modeling to analyze proposed increases.

The group broke for lunch at 12:05PM.

Michelle arrived at 12:45PM.

The group reconvened at 12:50PM.

Board Reports, continued:

Past-President's report – David Schneider:
- Working on getting OSI faculty confirmed:
  - David Schneider, Sue Shepherd, Molly McDermott, Chris Dorsten, Dan Wilson, Carol Jones.
  - Target around 27 people for participants, similar to the most recent OSI.
- Still piecing together calendar of role.

President-Elect – Sue Shepherd:
- Still piecing together calendar of role.
- Working on AACRAO group dinner, and will have newsletter article ready for February newsletter.
- Will be getting government relations committee together, and host meeting at Ohio State.

Vice President, Program – Bob Bulow:
- Sent out save the date email to members of committees.
- Thinking through idea generation and leftover ideas from last year, and early submission process.
- Timeline for submissions: form open a month and any idea that was submitted before planning meeting and accepted as a session would receive the early bird discount; form then closes before meeting.
- Timing of decision for pre-conference workshop ideas and finalizing those for the conference to be 2-3 weeks.
- Will focus on ownership of sessions and who is responsible for them, and communication to presenters.
- Will work on form used last year to collect ideas. Should go live within next week or two.

Vice President, Workshops – Molly McDermott:
- Residency workshop June 1; Staff Development July 13; OSI is August 1-3.
- Working on calendar for role, with one for OSI year and non-OSI year.

- Will lock in presenters for residency workshop within next month.
- Will draft article for newsletter describing the staff development workshop.

Treasurer – Michelle Rable:
- Updated account balances were provided.
- Scholarships paid out to recipients in January.
- Closing out current QuickBooks account and opening new one.
- Plans to hold meeting to revitalize the committee.
  - ➢ Brainstorm new ways to generate revenue.
  - ➢ Will confirm co-chairs for the committee.

Secretary – Justin Weimer:
- Working on finalizing the calendar for role.
- New newsletter template will be coming soon after transitioning from a Word to a Publisher template.
- Went through the website and sent edits to pages to Paula.
- Newsletter transition has gone smoothly.

Vice President, Membership Development – Sun Jamerson:
- Membership dues are due by September, with effective date of Sept 1 – Aug 31 the membership term.
- Sept. 7 deadline gives almost 3 weeks prior to conference to clean up missing payments.
- Will specify the date range that the membership due is from.
- Needs an updated membership dues list.

LAC Update from Beth:
- Heather and Chris will be going to Sawmill next week.
- LAC knows what their budget is, but have asked for a drilled down budget from last year to be provided by Michelle.
- To reduce LAC travel costs, LAC will have all of meet at conference venue one time. Second meeting will be just chairs of LAC committees.

- No old business.

- No new business.

Michelle motioned to adjourn, David seconded. Meeting adjourned at 2:50PM.

Next Meeting: February 16, 2018 at Otterbein University