



**EIGHTY-SEVENTH ANNUAL CONFERENCE
NOVEMBER 27-29, 2017**

1. Agenda for the 2017 Business Meeting
2. 2016 Business Meeting Minutes
3. Summary of 2016-17 Executive Committee Minutes
4. 2017 Financial Statement
5. Reports of the Officers

Middle States Association of Collegiate Registrars and Officers of Admission

87th Annual Business Meeting

Wednesday, November 29, 2017
Golden Nugget Casino & Resort, Atlantic City, NJ

AGENDA

- I. Call to Order – Michael Maysilles, President
- II. Minutes of the 2016 Business Meeting – Sara Roche, Secretary
- III. Auditing Committee Report – Tom Mantoni, Chair
- IV. Treasurer’s Report – Helena Minerva, Treasurer
- V. Report of the President – Michael Maysilles
- VI. Report of the President-Elect – Ian White, President-Elect
- VII. Report of the Past-President – Richard Sunday, Past-President
- VIII. Awarding of Certificates – Michael Maysilles
- IX. Old Business – Mr. Maysilles
- X. New Business – Mr. Maysilles
- XI. Introduction of the 2017 Executive Committee
- XII. Adjournment

Middle States Association of Collegiate Registrars and Officers of Admission

Annual Business Meeting at Radisson, Valley Forge PA

November 30, 2016

President - Richard Sunday

- Calls the Annual Business Meeting to order at 12:11pm.
- Asks to have a moment of silence to remember those MSACROAn's who have passed away.
- Introduces 2016 Executive Committee
- Announces the parliamentarian for the Business Meeting – Tracy Thompson, Registrar at Cornell University.
- Acknowledges Past Presidents in the audience.
- Introduces secretary, Melissa Lenhart Young.

Secretary - Melissa Lenhart Young

- Reminds the membership that minutes of the last Business Meeting appear in the Packet on the tables and on the Website.
- Asks "Are there any additions, corrections, or questions regarding the minutes?"
 - "May I have a motion to accept the minutes?"
 - Allison Maysilles motions to accept the minutes
 - "All in favor" "All opposed?" "So moved."
- Introduces Tom Mantoni for the auditing report.

Auditing

- Tom Mantoni, Registrar at DeSales University, chair of the auditing committee, presents the Committee report.
 - The auditing committee met and the organizations books are in good order.
- Introduces the treasurer, Helena Minerva

Treasurer - Helena Minerva

- Gives her report and the organizations balances
 - Checking - \$173,354.35
 - Money Market - \$95,553.93
- Asks "Are there any Questions?"
 - "May I have a motion to accept the report?"
 - Allison Maysilles makes a motion to accept the report.

- "All in favor?" "All opposed?" "So moved."
- Introduces president, Richard Sunday.

President - Richard Sunday

- Presents his report, in which he reflects on his past year as President.
- Informs the membership that Vice President's reports are printed in the Conference Packet which is available online.
- Introduces AACRAO rep, Jim Bouse.
- Introduces the president-elect, Michael Maysilles.

President-elect - Michael Maysilles

- Presents his report.
- Introduces the founder of the Feel the Warmth.org.
- Introduces Past President, Patti Mathay.

Past President - Patti Mathay

- **Nominations & Elections:**
- Introduces the 2016 N & E Committee and thanks and recognizes the members:
 - Joseph Redington, Julie Schucker, Diane Bello and Heidi Schwab
- Presents new members of Nominations and Elections Committee:
 - Chester Barkan, College Registrar at Nassau Community College and Kristin Waters, Associate Director of Operations for Undergraduate Admissions at University of Maryland, Baltimore County
 - Announces the 2017 Nominations and Elections committee:
 - Diane Bello, Heidi Schwalb, Chester Barkan and Kristin Waters
- Announces nominees for Executive Committee:
 - For the position of President-Elect, Ian White, Registrar and Director of Institutional Research at Caldwell University, has been nominated; Helena Minvera seconded the nomination; No nominations from the floor; Ian White is elected President-Elect.
 - For the position of Vice President of Admissions and Enrollment Management, Anne Daly, Senior Director of Admissions & Registration at Cumberland County College has been nominated; Allison Maysilles seconded the nomination; No nominations from the floor; Anne Daley is elected Vice President of Admissions and Enrollment Management.
 - For the position of Vice President of Professional Development, Melissa Lenhart Young, Associate Registrar at DeSales University has been nominated; Tom Mantoni seconded the nomination; No nominations from the floor, Melissa Lenhart Young is elected Vice President for Professional Development.
 - For the position of Vice President of Information Technology, Autumn Walden, Assistant Director of Digital Marketing at Villanova University has been nominated; Julie Washington seconded the nomination; No nominations from the floor; Autumn Walden is elected Vice President of Information Technology.

- For the position of Secretary, Sarah Roche, University Registrar at Eastern University has been nominated; Peter Falk seconded the nomination; No nominations from the floor; Sarah Roche is elected Secretary.
- Introduces President, Richard Sunday.

President - Richard Sunday

- Certificates are given for those who are leaving their committee positions:
 - Patti Mathay – Past President
 - Joseph Redington – Nominations and Elections
 - Julie Schucker – Nominations and Elections
 - Sarah Roche – Facilities Chair
 - Melissa Lenhart Young – Secretary
 - Luke Phillips – VP Professional Development
 - Ian White – VP Information Technology
- The President asks if there is any OLD Business that should be brought before the membership.
- Asks if there is any NEW Business.
- He introduces Michael Maysilles as the new President.

New President - Michael Maysilles

- Presents “Immediate Past President” – Richard Sunday with ceremonial gavel.
- Thanks the 2016 Exec Committee and introduces the 2017 exec committee.
- Introduces President-Elect, Ian White.

President-Elect - Ian White

- Announces next years conference will be at the Golden Nugget, Atlantic City NJ November 27 – 29, 2017 and asks the membership to consider presenting a session.
- Announce winner of the one night stay at the Golden Nugget.
- Introduces President, Michael Maysilles.

The President adjourns the Annual Business Meeting at 12:50pm

**MIDDLE STATES ASSOCIATION OF COLLEGIATE REGISTRARS AND OFFICERS OF ADMISSION Summary of
Executive Committee Meeting Minutes 2016/2017**

December 1, 2016- Radisson, Valley Forge, PA

Executive Committee Present: Richard Sunday- Past President, Michael Maysilles- President, Ian White- President Elect, Anne Daly- VP Admissions & Enrollment Management, Lisle Henderson- VP Communications, Autumn Walden- VP Information Technology, Melissa Lenhart-Young- VP Professional Development, Tim Smalarz- VP Records and Registration, Helena Minerva- Treasurer, Sarah Roche- Secretary. Also in attendance are LAC chairs.

LAC gave feedback and suggestions for next year's conference.

Discussed possible changes to the format for next year's conference including changing the plenary session time slot.

Report of the officers was given.

March 6-7, 2017- The Golden Nugget, Atlantic City, NJ

All members of the executive committee were present.

2016 conference evaluations reviewed and discussed. All registrants were paid in full. Plans were discussed to engage first time attendees to get them more involved and continue to attend in future years.

Discussion of MSACROA becoming a charitable organization by seeking 501(C)(3) status was discussed and research on the steps in the process would be done prior to the June 2017 meeting.

Review of 2018 and 2019 meeting contracts. A motion was passed to move forward in signing the 2019 contract with Kalahari.

Report of the officers was given.

June 22-23, 2017- The Golden Nugget, Atlantic City, NJ

All members of the executive committee were present.

2017 conference discussion included discussion on the development of the program and changes to the plenary session and keynote speaker timeslots. A motion was made and vote passed to retain the 2016 pricing structure for vendors, membership, and registration fee.

Discussion regarding how to better engage current membership to attend the conference on a regular basis as well as present and participate. We have a lot of first time attendees that do not return the following year. Working on ways to engage members in professional development throughout the entire year.

Status of 503(C)(3) requires a charter which MSACROA does not have a record of. MSACROA currently has 501(c)(6) status which makes it tax exempt but it cannot receive charitable donations. An attorney would be required to change statuses. Seeking charitable status was tabled due to the consideration of return on investment.

Plans were made to sort through MSACROA archives at the September meeting.

Report of the officers was given.

September 25, 2017- The Golden Nugget, Atlantic City, NJ

All members of the executive committee, with the exception of Lisle Henderson- VP Communications, were present.

Registration progress and action items were discussed for the 2017 conference. Preparations are well underway and the group was working on finalizing menus, rooms, and hospitality items.

MSACROA organization archives were sorted, organized, and consolidated.

Report of the officers was given.

MSACROA Treasurer's Report

Submitted by Helena F. Minerva, MSACROA Treasurer, November 10, 2017

January 1, 2017 - October 30, 2017

| <i>PNC Checking Starting Balance</i> | <i>PNC Checking Current Balance</i> | <i>PNC Money Market Starting Balance</i> | <i>PNC Money Market Current Balance</i> | Total Assets |
|--------------------------------------|-------------------------------------|--|---|---------------------|
| \$180,827.70 | \$156,635.21 | \$93,567.19 | \$93,659.86 | \$250,295.07 |

January 2016 - December 2016

| <i>PNC Checking Starting Balance</i> | <i>PNC Checking Ending Balance</i> | <i>PNC Money Market Starting Balance</i> | <i>PNC Money Market Ending Balance</i> | Total Assets |
|--------------------------------------|------------------------------------|--|--|---------------------|
| \$126,272.77 | \$180,827.70 | \$65,914.29 | \$93,567.19 | \$274,394.89 |

January 2015 - December 2015

| <i>PNC Checking Starting Balance</i> | <i>PNC Checking Ending Balance</i> | <i>PNC Money Market Starting Balance</i> | <i>PNC Money Market Ending Balance</i> | Total Assets |
|--------------------------------------|------------------------------------|--|--|---------------------|
| \$88,373.47 | \$126,272.77 | \$65,835.25 | \$65,914.29 | \$192,187.06 |

REPORTS OF THE OFFICERS

Report of the Vice President for Admissions and Enrollment Services

Welcome to the 87th annual MSACROA conference! The Executive Program Committee members and I have worked hard this year to reach out to the Admissions professionals to provide their unique perspectives with conference sessions and to generally just get involved on a local, regional, and national level. Thank you to all who submitted session proposals and encouraged colleagues to present or to contribute in whatever capacity possible. My continued goal is to continue to recruit more admissions and enrollment professionals to attend the annual conference and to offer admissions and enrollment related presentations at the conference. I am pleased that our sessions continue to evolve to reflect the interdisciplinary nature of our profession. The Executive team is appreciative of your participation in MSACROA – as an attendee, presenter, and as a contributor to professional development for all. I am dedicated to growing the membership of admissions and community college professionals in MSACROA. If you have any ideas for future session proposals, ways to encourage admissions professionals at the regional/local level, or if you are considering getting more involved in MSACROA, please do not hesitate to contact me at adaly@ccnj.edu.

Respectfully submitted,
Anne Daly Eimer

Report of the Vice President for Professional Development

At the conclusion of my first year in this role, I have come to really appreciate all the hard work that goes into pulling together the program for the conference. The program committee has done a great job of creating a diverse and informative slate of sessions. We are always looking for new sessions that deal with the evolving world of higher education. Please feel free to reach out to me if you have any suggestions for next year's conference.

In the upcoming year I would like to reach out to our regional groups and see if there is anything we can do to help each other to become a stronger organization. I encourage you to support and attend the regional conferences offered by DVACROA, NJNYACRAO and CAPACRAO.

I urge you to get involved. This conference is a great as it is due to the wonderful volunteers who give their time and energy. There are many ways to get involved. Just reach out to any of our executive board members or any of our committee members to find out how.

Respectfully Submitted

Melissa M. Lenhart Young

Report of the Vice President for Communications

It has been an honor to serve as your Vice-President of Communications and member of the Executive Committee. I want to thank the MSACROA membership for giving me this opportunity to serve. A special thanks to my colleagues on the Executive Committee for being so helpful and becoming good friends. It has been great working with you all. I will miss the fun and the work that is completed each year by the Executive Committee.

Over the past five years, we've enhanced the MSACROA offerings on social media. One of our challenges is to provide relevant content to our members, not just at the annual meeting, but throughout the year. To access this content and resources, please "like" us on Facebook, <http://facebook.com/msacroa>, "follow" us on Twitter, <http://twitter.com/msacroa>, and "join" us on LinkedIn, <http://www.linkedin.com/groups?gid=4159227>.

Also, check out "The MSACROA Daily" at <http://paper.li/msacroa/1348596435>. This is a daily collection of stories from around the world relating to higher education. You can subscribe to a daily email notification or, if you've followed MSACROA on Twitter or liked MSACROA on Facebook, you'll receive a notification each time the paper is refreshed.

Again, thanks for the opportunity.

Respectfully submitted,

Lisle M Henderson

Report of the Vice President for Technology

As my first year serving in this role, I'm happy to share a few updates based on feedback from our membership and from our executive and local arrangements committees. Thank you to all who participated in our website survey. We began tracking website analytics this past March in order to learn how the website is being used and to help plan for a website redesign. I've included a few insights below over the last 8 months of data.

- Active User Activity:
 - 37 Daily Active Users
 - 240 Weekly Active Users
 - 794 Monthly Active Users
- Average page load, very slow: over 3-seconds (Needs improvement)
- Over 1-minute spent on pages,
- 89% Desktop Users vs 11% Mobile Users
- 47% Traffic from Organic Search, 46% Direct Traffic, 7% Other Referrals (cvent, AACRAO, etc), 1% Social Traffic
- Top pages all Conference-related

Additionally, we updated the member lookup feature on our website and you can search for paid members by first name, last name, or institution. We are currently in the process of updating existing records to merge duplicates and manage opt-outs, as well as label Honorary members and other attributes for tracking. Cvent is still the software we use for managing membership and events, however, we are curious to learn from AACRAO pilot of membership service software.

Lastly, you can subscribe to a newsletter on our website to receive updates from the Paper.li service, curated through social media. We may be able to also provide newsletter updates through this service.

I welcome any feedback on how we can update our use of technology to serve your needs. Please email msacroavpit@gmail.com or webmaster@msacroa.org with any comments, suggestions or questions.

Respectfully Submitted,

Autumn Walden

Report of the Vice President for Registration and Records Management

Welcome to the MSACROA 87th Annual Conference in Atlantic City! Having attended MSACROA for the last decade, I have found the benefits of meeting new colleagues and catching up with old ones. As Vice President for Records and Registration seeing colleagues from the Registrar profession having the chance to talk with their Admissions colleagues provides a chance to create dialogue and how we can all work to enhance the on-boarding of a student at our institutions. This year I have the opportunity to present Registrar Fundamentals as a workshop based session that is promoting knowledge exchange between colleagues new and seasoned in the profession that will culminate in attendees receiving a certificate of completion. By providing this option to our attendees we are promoting the value of why it is important to attend MSACROA. I hope to have a chance to speak with you while you are here!

All the best.

Respectfully Submitted

Timothy Smalarz