



**EIGHTY-THIRD ANNUAL CONFERENCE  
DECEMBER 2 – DECEMBER 5, 2013**

1. Agenda for the 2013 Business Meeting
2. 2012 Business Meeting Minutes
3. Summary of 2012-13 Executive Committee Minutes
4. 2013 Financial Statement
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# Middle States Association of Collegiate Registrars and Officers of Admission

## 83<sup>rd</sup> Annual Business Meeting

***Wednesday, December 4, 2013***

Revel Hotel & Casino, Atlantic City, NJ

### AGENDA

- I. Call to Order – Thomas J. Mantoni, President
- II. Minutes of the 2012 Business Meeting – Melissa Lenhart Young, Secretary
- III. Auditing Committee Report – James Donohue, Chair
- IV. Treasurer’s Report – Patricia Mathay, Treasurer
- V. Report of the President – Mr. Mantoni
- VI. Report of the President-Elect – Francis Burman, President-Elect
- VII. Report of the Past-President – Peter Falk, Past-President
- VIII. Old Business – Mr. Mantoni
- IX. New Business – Mr. Mantoni
- X. Introduction of the 2014 Executive Committee
- XI. Adjournment

# **Middle States Association of Collegiate Registrars and Officers of Admission 82nd Annual Conference – Minutes of the Business Meeting Wednesday, November 28, 2012 – The Hershey Lodge, Hershey, PA**

The meeting was called to order by President Peter Falk at 1:10 p.m.

Peter introduced Elliott Baker of Slippery Rock University of Pennsylvania as the Business Meeting parliamentarian.

The 2012 Executive Committee was introduced, along with Past-Presidents of the Association in attendance.

The Minutes of the 2011 Business Meeting were presented by Secretary, June Finn. The Business Meeting packets were available on each table. These packets included the Minutes of the 2011 Business Meeting. The minutes were approved as presented.

Jim Donahue, Chair of the Auditing Committee reported that the committee had reviewed the Association's books and found them to be in appropriate order.

Treasurer, Patti Mathay offered her report and asked for a motion to accept the Treasurer's Report found in the packet – the motion was seconded and passed.

Peter offered the President's report highlighting the 82nd year of MSACROA. He shared the Strategic Planning Committee's report, which included survey results. The membership seems satisfied with the timeframe, the cost, and the sites within 20 miles of the Route 95 corridor. The 2013 conference will be held at the Revel Resort in Atlantic City, and the 2014 conference will be held in Niagara Falls, NY, using the early November dates and shortening the conference by a half day. Peter also shared the success of the AACRAO conference hosted by our region this past April. He acknowledged the AACRAO chairs, Tom Manton, Terry Thompson, and Deb Bowles for all of their hard work. Peter ended his report by thanking the Presenters and First Timers for coming to this conference. He also challenged the First Timers to do a presentation next year. He thanked the Program Committee, Executive Committee, and LAC Chairs for their dedication to our organization. And on a personal note, Peter thanked Ian White, Helena Minerva, and Kelly Hart for their assistance this year.

Past President, Michele Dunn began her portion of the program by introducing the retired MSACROA members being awarded Honorary Membership for their years of service and contributions to the organization. Dr. Deb Bowles and Alan Sims are the 2012 inductees and their full listing of accomplishments are found in the Business Meeting packet.

Michele then presented the report of the Nominations and Elections Committee. She introduced the current N and E members Sue Fortman, Fran Burman, Jeremy Maisto, and Elyce Lykins. Susan Nelson of UMDNJ and Tom Castiglione of LIU have been elected to fill the available positions on N and E for 2013-2014, rotating off is Sue Fortman and Fran Burman. Michele thanked the Nominations and Elections Committee for their work this year, and then presented the slate of candidates for the Executive Committee as follows:

Vice President for Admissions – Richard Sunday, LIU

Vice President for Information Technology – Ian White, UMDNJ

Vice President for Professional Development – Luke Phillips, Felician College

Secretary – Melissa Lenhart-Young, DeSales University  
President-Elect – Fran Burman, Johns Hopkins University

There were no further nominations; the slate was passed as presented.

President Peter Falk asked for any old business, there was none. He then presented the changes to the Constitution and Bylaws. The Executive Committee reviewed these documents and noted an inconsistency between the two. To align both documents to the business practices of the Association the proposed changes are as follows:

Bylaws – Section I.C – change the mailing timeframe to dues notices from July 1 of each year, to the first quarter of each year. Section I.D – change membership payment deadline from May 1<sup>st</sup> to “90 days prior to the Annual Meeting” and add a phrase that makes non-payers ineligible for the member rate at the Annual Meeting.

Constitution – Article II, Section 1, item g. – establishes dates for the membership year; and Article VI, Section 2 establishes that member’s whose dues are not paid 90 days prior to the annual meeting are dropped from the membership and considered inactive and ineligible for the member rate at the Annual Meeting.

Peter called for a motion and from the floor it was requested that the issue be decided in bulk. The motion passed and Peter requested that the VP for Communications make all appropriate changes to the Bylaws and Constitution.

Peter Falk, then introduced Tom Mantoni as the 2013 President of MSACROA. Tom then presented Immediate Past President, Peter Falk with a ceremonial gavel and thanked him for his service as President. Tom then acknowledged and thanked the Program Committee and the Local Arrangement Committee Chairs for their help in putting together this conference. He also thanked all those who chose to come to this conference this year.

Tom thanked the 2012 Executive Committee and introduced the 2013 Executive Committee:

Peter Falk, Past - President (University of Medicine and Dentistry of New Jersey)  
Tom Mantoni, President (DeSales University)  
Michael Maysilles, VP for Communications (Caldwell College)  
Luke Phillips, VP for Professional Development (Felician College)  
Lisle Henderson, VP for Records and Registration (Pratt Institute)  
Ian White, VP for Information Technology (UMDNJ)  
Patti Mathay, Treasurer, (University of Pittsburgh)  
Richard Sunday, VP for Admissions & Enrollment Management (Long Island University)  
Melissa Lenhart-Young, Secretary (DeSales University)

The meeting was adjourned at 1:52 p.m.

Recorded by:

June Finn, Secretary  
Registrar  
Felician College

# **Middle States Association of Collegiate Registrars and Officers of Admission Summary of Executive Committee Meeting Minutes (2012-2013)**

## **November 29, 2012 – Hershey Lodge, Hershey PA**

All members of the executive committee are present and also the chairs of the Local Arrangement Committee (LAC).

LAC was overall happy with the Hershey Lodge. The museum special event was a big hit. There were 191 attendees; 167 full registrations and 26 one-day registrations. Terry Thompson, LAC Chair, and the rest of the executive committee thanked the LAC chairs for their contributions.

The executive portion of the meeting was started by Tom Mantoni, President. Committee members were introduced and what their responsibilities were to be. The executive committee planning calendar was reviewed.

Planning dates for the 2013 conference were discussed and potential dates decided. Conference planning items discussed were: theme for the conference, microphones will no longer be supplied except for keynote/plenary sessions, do we need an additional Cvent login for the VP of Communications.

Tom Mantoni will contact Experient about sites for the 2015 conference.

## **March 5, 2013 – Revel Hotel, Resort and Casino, Atlantic City NJ**

All members, except Michael Maysilles, VP Communications, are present and also members of the LAC committee.

We all took a tour of the conference facilities and potential reception areas. Revel's Senior VP of Operations spoke to us about the financial standing of Revel. He insured us that nothing would affect our conference.

The executive portion of the meeting was started by review of the evaluations of the 2012 conference. The committee discussed the promotion of the 2014 conference at Niagara, NY. There was discussion on possible conference sites for 2015 and 2016. Richard made a motion to keep these conferences to follow the new conference format. The motion was approved unanimously. Peter made a motion to use Experient for the 2015 conference only and see how it goes. The motion was approved unanimously.

Those members, who want to volunteer at the conference, will be assigned to a committee by LAC chair.

## **June 4, 2013 – Revel Hotel, Resort and Casino, Atlantic City NJ**

All members of the executive committee are present.

The committee discussed the conference pricing. There was some concern since expenses at Revel are higher than other sites we have been at. Rates were determined for both members and exhibitors for the 2013 conference.

There were representatives from Revel to inform us their financial standing has become more stable and they are operating business as usual.

There were 24 submissions submitted and 20 potential sessions. Goal is 50 sessions. The keynote speaker is going to be Ken Hartman from Eduventure and Mike Reilly to do plenary session.

CAPACRAO is a new regional group that is asking us for seed money for their first conference to be held later this year. It was agreed to give them \$500. Tom Mantoni and Fran Burman are going to speak at the conference to represent MSACROA.

Membership is doing well. There were 331 registered at this time.

Trying to find more ways to connect to our members and others using social media.

We will be using a conference app this year at the conference. Will have limited number of people allowed to download the app but this is just a pilot. The committee is hoping to get sponsor for next year to be able to make it available to all members.

Experient gave Tom Mantoni a list of potential sites for 2015: Syracuse, Valley Forge, Dover Downs, Pittsburgh, Maryland, Harrisburg, Butler and Indiana counties. The committee decided to narrow down to: Valley Forge, Dover Downs, Bethlehem and Atlantic City. Will have some members of the organization to do some site visits and report back to the committee.

### **October 1, 2013 – Revel Hotel, Resort and Casino, Atlantic City NJ**

All members of executive committee were present along with members from the LAC committees.

LAC chairs brought to the committee that we need to choose reception sites for Monday and Tuesday, special event at Margaritaville on Wednesday, attendee bags and badge holders are being donated by exhibitors.

The executive part of the meeting was started by reviewing the session allotments. New Members breakfast/dinner determined. Ian White previewed the conference app.

Patti Mathay gave the committee a review of the two sites to be considered for 2015. Tracy Thompson, Elyce Lykins and Patti visited Dover Downs and Valley Forge. Both places sound like good venues.

Pre and post conference meeting dates were set.

Executive committee calendar will need to be revised due to the change in dates for the next conference.

Submitted by:

Melissa Lenhart Young, MSACROA Secretary  
DeSales University

# MSACROA Treasurer's Report

## 01/13 – 08/13

Submitted by Patricia J. Mathay, MSACROA Treasurer, 11/12/13

Beginning balance (as of 01/01/13).....	\$32,072.09
Total deposits this period.....	\$31,056.49
Total disbursements this period.....	\$15,764.93
Current cash balance.....	\$47,363.65

### Other Assets:

PNC Bank Money Market (as of 08/31/13).....	\$65,723.02
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Total ASSETS (as of 08/31/13).....	\$113,086.67
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# Reports of the Officers

## **Report of the Vice President for Admissions and Enrollment Services**

It is an honor to serve as Vice-President for Admissions and Enrollment Services and as a member of the Executive Committee. I thank the MSACROA membership for their support throughout the year.

Meeting new professionals and connecting with long-time colleagues is a gratifying part of serving on the Program and Executive Committees. My fellow Executive and Program Committee members and I worked hard this year to reach out to Admissions professionals to present sessions and to get involved. I want to thank everyone for their session proposals, their collaboration and their collegiality. In particular, a special thank you goes to Deb Bowles of the Program Committee for her instrumental work in putting together our Admissions 101 workshop. This year's MSACROA Program continues to be a wonderful blend of trending topics for Admissions, Registrar and other enrollment professionals at all levels. As our conference theme reminds us, our roles go beyond the classroom and our responsibilities span boundaries across enrollment services.

As always, if you would like to discuss ideas for session proposals, ways to encourage admissions professionals at the local-level ACRAOs and ACACs to consider greater involvement in MSACROA, or if I can be of service to you, please do not hesitate to contact me at [Richard.Sunday@liu.edu](mailto:Richard.Sunday@liu.edu).

Respectfully submitted,

Richard S. Sunday

## **Report of the Vice President for Professional Development**

Thank you for the opportunity to serve as Vice President for Professional Development for MSACROA. Having served two terms as VP for Information Technology, I appreciate the opportunity transition to a new role; serve on the program committee, as well as continuing to assist in maintaining our technology base. In the upcoming year I will continue to research opportunities to enhance our technology with respect to professional development. Thank you again for the opportunity to serve the association.

Respectfully submitted,

Luke Phillips



## Report of the Vice President for Communications

Have you “liked” MSACROA on Facebook, “followed” MSACROA on Twitter or “joined” MSACROA on LinkedIn? Well, what are you waiting for? Use the QR codes below with your smartphone to access each of our social media sites:



Facebook



Twitter



LinkedIn

Otherwise, you can find us at <http://facebook.com/msacroa>, <http://twitter.com/msacroa> and <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.

In our upcoming newsletters, I’d like to include more member content. This can be in the form of pictures from this conference or past conferences, columns discussing hot topics in the profession, Q & A, member spotlights, etc. As some of you may know, I also serve as the Archivist for the association. So, you can expect to see a “From the Archives” column in upcoming newsletters. Please feel free to contact me at [michael.maysilles@njit.edu](mailto:michael.maysilles@njit.edu) if you would like to contribute, have ideas to expand our social media presence or have any suggestions on how we can add value to your membership throughout the year.

It is an honor to serve you in the role of Vice President for Communications. Thank you for this wonderful opportunity.

Respectfully submitted,

Michael E. Maysilles

## **Report of the Vice President for Technology**

This year MSACROA was excited to pilot our mobile app for the 2013 Annual Business Meeting and Conference. This marks a major step forward, recognizes the wants and needs of our members and helps the organization reduce printed materials and printing costs. Through Guidebooks, we are able to offer our members and exhibitors access to all manners of conference information at all times. The mobile app allows for real time changes to session information, exhibitor locations, and any activities we may have planned. It also allows you to tailor your own schedule, view full session descriptions, browse exhibitors, and view maps of the property. Plus, it's integrated with Google, so you always know where to find the next event! As an organization, we are always striving to bring you the tools needed to help get the most out of our conferences. We hope to have achieved this with this year's piloting. If demand is high this year, we hope to bring you next year's iteration of the app, which will bring with it an expanded suite of options and services.

We continue to update and refine our website, [www.msacroa.org](http://www.msacroa.org), to offer our membership the best product possible. This year, we deployed our event management software to help boost communication as well as target populations of members with location specific messages. This allows us to broaden our reach while simultaneously be more personal in our interaction. We are always on the lookout for better ways to enhance our technology in ways that will serve our membership. If you have any ideas, please do not hesitate to share them with me at [iwhite@caldwell.edu](mailto:iwhite@caldwell.edu).

Respectfully submitted,

Ian K. White

# 2013 Honorary Membership

**June Finn** has been a member of MSACROA since 1986. June was Registrar at Felician College for more than 25 years. She retired in the summer of 2013. June has presented many sessions and served on various committees over the years. June served on the Hospitality Committee, was Exhibits Chair, was Hospitality Chair and Chaired the Local Arrangements Committee. June has presented every year since 1990. June can also be commended for bringing her husband, Ken Finn to the Conference for the past several years, as he has been extremely helpful to the Hospitality Committee. June most recently served MSACROA as the Association Secretary. In recognition of June's dedicated service to MSACROA and our profession, the Middle States Association of Collegiate Registrars and Officers of Admission is proud to bestow upon her Honorary Membership.

**Carol Fox** started serving students as Assistant Registrar at the Philadelphia College of Osteopathic Medicine as Assistant Registrar in 1967, retiring as Associate Vice President after 44 years in 2011. Carol has been a member of MSACROA for over 2 decades serving as session coordinator, presenter and recorder at the Annual meetings. Carol served on the Nominations and Elections Committee, Chaired the Honorary Membership Committee, and Chaired the Professional Activities Committee, served as Vice President for Publications and Public Relations. Carol Fox proudly served MSACROA as President in 1986. In recognition of Carol's dedicated service to MSACROA and our profession, the Middle States Association of Collegiate Registrars and Officers of Admission is proud to bestow upon her Honorary Membership.

**Joseph F. Thompson** began his career as Assistant Registrar at New Jersey Institute of Technology and retired as Registrar after 39 years in 2012. Joe has been a member of MSACROA since 1976. Joe served on various MSACROA committees and presented sessions concentrating on the application of technology for the Registrar's Office and Student Services. Joe set up the first computerized membership data base and computerized registration system for MSACROA. Serving on the Site Committee, Joe negotiated the first multi-year contract with the newly opened Borgata Hotel and Casino. Joseph F. Thompson admirably served MSACROA as President in 1995. In recognition of Joe's dedicated service to MSACROA and our profession, the Middle States Association of Collegiate Registrars and Officers of Admission is proud to bestow upon him Honorary Membership.