



**EIGHTY-FOURTH ANNUAL CONFERENCE  
NOVEMBER 3-5, 2014**

1. Agenda for the 2014 Business Meeting
2. 2013 Business Meeting Minutes
3. Summary of 2013-14 Executive Committee Minutes
4. 2014 Financial Statement
5. Reports of the Officers

# Middle States Association of Collegiate Registrars and Officers of Admission

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

*Wednesday, November 5, 2014*

Niagara Falls Conference and Events Center, Niagara Falls, NY

### AGENDA

- I. Call to Order – Frances Burman, President
- II. Minutes of the 2013 Business Meeting – Melissa Lenhart Young, Secretary
- III. Auditing Committee Report – Tracey Thompson, Chair
- IV. Treasurer’s Report – Helena Minerva, Treasurer
- V. Report of the President – Ms. Burman
- VI. AACRAO Update – Nicole Rovig, AACRAO VP for Information Technology
- VII. Report of the President-Elect – Patricia Mathay, President-Elect
- VIII. Report of the Past-President – Thomas Mantoni, Past-President
- IX. Awarding of Certificates – Ms. Burman
- X. Old Business – Ms. Burman
- XI. New Business – Ms. Burman
- XII. Introduction of the 2015 Executive Committee
- XIII. Adjournment

**MIDDLE STATES ASSOCIATION OF COLLEGIATE REGISTRARS AND OFFICERS OF ADMISSION**  
**83<sup>rd</sup> Annual Conference Business Meeting at Revel, Atlantic City NJ**  
**Wednesday, December 4, 2013**

- President Thomas J. Mantoni
  - Meeting called to order at 12:55 pm
  - Introduces the 2013 Executive Committee
  - Michele Dunn of Ramapo College of New Jersey was introduced as the parliamentarian for the business meeting
  - Past Presidents in attendance are acknowledged and welcomed
- Secretary Melissa M. Lenhart Young
  - Reminded attendees that the minutes from the past year are available on all tables
  - The minutes were approved as presented
  - Introduced Jim Donahue of Pennsylvania College of Health Sciences as chair of the auditing committee and asked to present the committee report
    - Reports the Association's books are in appropriate order
- Treasurer Patti Mathay
  - Presented her report and asked for a motion to accept the report
  - The motion was seconded and passed
- President Thomas J. Mantoni
  - Presented his report which included:
    - Change in meeting dates; made due to member feedback
    - Experient partnership for the 2015 and 2016 conferences
      - Announced Dover DE for 2015 and Valley Forge PA for 2016
    - AACROA co-chairs for volunteers recommendation
      - Steve Smith and Mary Ellen Flaherty
    - Talked about the mobile app for the conference
  - Informed members that the Vice President's reports were included in the packet on the tables
- President-Elect Fran Burman
  - Presented her report with included:
    - Thanked the Local Arrangements Committee(LAC) and the volunteers
    - Spoke about the special event for that evening at Margaritaville
    - Thanked attendees for coming to the conference
    - Thanked program committee for their help in putting the conference program together
- Past President Peter R. Falk
  - Betty Cifrodella read a brief summary of the citation for each honoree
  - Peter presented the Honorary Membership Awards to June Finn, Carol Fox and Joe Thompson
  - Reminded the members that the full citations were available on the tables

- Introduced and thanked the 2013 Nominations and Elections committee: Jeremy Maisto, Elyce Lykins, Susan Nelson and Tom Castiglione
- Presented the new members and then presented the 2014 committee: Susan Nelson, Tom Castiglione, Julie Ferguson and Allen Dryer
- Presented the nominees for Executive committee: Patti Mathay for President-Elect, Helena Minera for Treasurer, Lisle Henderson for Vice President of Records and Registration and Michael Maysilles for Vice President of Communications
- No nominations from the floor; the slate was passed and presented
- Spoke of the many years he has been involved with MSACROA both in attendance and with serving on multiple committees.
- President Thomas J. Mantoni
  - Asked if there was any old business to discuss; there was none
  - Asked if there was any new business to discuss; there was none
  - Introduced Fran Burman as the new President of MSACROA
- New President Fran Burman
  - Thanked Immediate Past President Thomas J. Mantoni for his guidance and support the past year and presented him with a ceremonial gavel
  - Thanked the 2013 Executive Committee and introduced the 2014 Executive Committee
- President-Elect Patti Mathay
  - Announced the dates for the 2014 conference in Niagara NY (November 3-6)
  - Reminded the members that they will need to do an absentee ballot to vote while in Niagara
  - Informed the members that there was passport and Niagara information on the tables
  - Ruffled off a 2-night stay at the Sheraton in Niagara NY
- President Fran Burman
  - Adjourned the meeting at 1:35 pm

Recorded by Melissa M. Lenhart Young, Secretary

**MIDDLE STATES ASSOCIATION OF COLLEGIATE REGISTRARS AND OFFICERS OF ADMISSION**  
**Summary of Executive Committee Meeting Minutes 2013/2014**

**December 5, 2013 – Revel, Atlantic City NJ**

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

LAC was overall happy with the Revel except for the exhibitor space and the “hidden” water stations. The exhibitor area was too small. The special event at Margaritaville was a hit. There is a need to have the LAC chairs to create a checklist to ensure smooth transitions when someone leaves a LAC committee position.

The executive portion of the meeting was started by Fran Burman, President. Committee members were introduced and what their responsibilities were to be. The executive committee planning calendar was reviewed. The officers gave their reports. The conference planning dates for the year were narrowed down and who would attend each meeting.

**February 4, 2014 – Radisson Hotel, Valley Forge, PA**

All members, except Thomas Mantoni, Past President, are present.

The planning meeting dates for the year are finalized. Session/conference evaluations were reviewed and discussed. Attendees were happy with the conference but not the venue.

There was discussion on whether the organization should change banks. Decision to stay with PNC. All banking to be handled by PNC. Formerly Cvent transactions were handled by another bank. Looking to see if there are ways to save money on fees, be more secure and make it easier for the Treasurer to handle.

The officers gave their reports. Michael Maysilles, VP for Communications to draft a communication plan for the executive committee to use. Exhibitor sponsorship to be clearer between monetary sponsorship and item/event sponsorship.

The committee to discuss 2014 conference pricing at next planning meeting.

**June 10, 2014 – Conference and Event Center, Niagara Falls, NY**

All members of the executive committee are present as well as most of LAC. Facilities chair is unable to attend.

The committee, LAC chairs and program members toured the conference space.

The committee discussed the conference pricing. Rates were determined for both members and exhibitors for the 2014 conference. The pricing will remain the same as last year for attendees and exhibitors. The pricing of guests was discussed. There was also discussion on what this cost includes for the guest. The guest fee was decided upon.

There was then discussion of the conference and what needed to be done yet including executive committee and LAC. There were discussions on a special event. Lynne Horgan, Hospitality Chair gave us some ideas to consider. Lynne is also looking into transportation information for attendees from the airport/train stations.

The meeting was then continued with the executive committee only. The officers gave their reports. Thomas Mantoni, Past President, working on nominations and elections for next year. It was decided to purchase the next level of the conference app. We will look for sponsorship of the app in the future.

Michael Maysilles, VP for Communications, presented the communication plan. The committee agreed to start implementing it immediately.

A travel policy for committee members was presented and accepted. It is available on the MSACROA website.

Ian White, VP for Information Technology and Helena Minerva, Treasurer, presented on the possibility of purchasing the Cvent Membership Manage Module. More information to follow.

**September 22, 2014 – Radisson Hotel, Valley Forge, PA**

All members of executive committee were present.

The meeting started by having a 2014 conference update. LAC was not in attendance but gave a report to Patti Mathay, President Elect, which was discussed at our meeting.

It was discussed that it would be helpful to have a “cheat sheet” for the committee positions, especially President Elect, President and Past President. This way it is clear as to what is expected and when. Melissa Lenhart Young, Secretary, also offered to create an executive committee “cheat sheet” so that the need to keep going back into the minutes is lessened.

Regional meetings (e.g. DVACROA) will be represented by someone on the executive committee. If someone on exec is attending a regional meeting already, they are to represent MSACROA. This will help to alleviate some costs associated with traveling.

The officers gave their reports. Thomas Mantoni, Past President, discussed the open positions on the committees. The conference app is up and running. Will be made available to attendees in the future. Cvent is working well with conference registration. The need for a new archivist or new way of storing the archives was discussed.

Submitted by

Melissa Lenhart Young, MSACROA Secretary  
DeSales University

# MSACROA Treasurer's Report

## 01/14 – 08/14

Submitted by Helena F. Minerva, MSACROA Treasurer, 11/5/14

Beginning balance (as of 01/01/14).....	\$130,948.67
Total deposits this period.....	\$49,875.83
Total disbursements this period.....	\$102,195.60
Cash balance (as of 08/31/14).....	\$78,628.93

### Other Assets:

PNC Bank Money Market (as of 08/31/14).....	\$65,806.18
---	-------------

Total ASSETS (as of 08/31/14).....	\$144,435.11
------------------------------------	--------------

# Reports of the Officers

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

As I complete my second term as Vice-President for Admissions and Enrollment Services, I thank my colleagues in the MSACROA membership and the Executive Committee for their support throughout the year and during my tenure as Vice President.

I and my fellow Executive and Program Committee members have worked hard this year to reach out to Admissions professionals to present sessions, provide their unique perspectives and to get involved. Thank you to admissions professionals who submitted session proposals, encouraged colleagues to present or to contribute in whatever area or capacity, and to engage with us.

Our sessions continue to evolve to reflect the evolving interdisciplinary nature of our profession. Our boundaries span beyond Admissions and Registrar, we are enrollment services professionals who provide expertise to all areas of student life. Increasingly, we expand beyond core roles - assessing outcomes, managing social media, serving non-traditional constituencies and more.

We are especially appreciative of your participation in MSACROA- as an attendee, presenter, and mentor and encourager of junior staff professional development. 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. I appreciate the opportunity to 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.

Luke Phillips

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

MSACROA can be found on social media! 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.

This year a communication plan was implemented to ensure that you were receiving timely notifications of upcoming events or deadlines. I hope that you found the communications helpful as you made your plans to attend the Annual Meeting. Please feel free to contact me if you have any feedback, [michael.maysilles@njit.edu](mailto:michael.maysilles@njit.edu).

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**

We are excited to launch the second iteration of our mobile app for the MSACROA 2014 Annual Business Meeting and Conference. Building off the success of the app last year, and responding to suggestions and requests from our membership, our Executive Committee made the decision to upgrade our app platform to the next version. This version has enhanced features such as the ability to send emails to your device, real-time session and conference evaluations, and lists of conference attendees. As an organization, we always strive to bring you the tools needed to help get the most out of our conferences. We will continue to leverage new technology to do this.

We are exploring updating our website, [www.msacroa.org](http://www.msacroa.org), to a new, more user-friendly, platform. This will facilitate changes and updates. We continue to deploy our event management software in ways to help us increase both the frequency and content of conference and membership communication. We are in discussions with the vendor to launch a more robust membership portal that will provide a forum for those who sign up for our annual membership.

We are always on the lookout for ways to enhance our technology in ways that will better 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).

Ian K. White