

**Middle States Association of Collegiate Registrars and
Officers of Admission
Summary of Executive Committee Meeting Minutes – 2004/2005**

December 2, 2004 – Borgata Hotel, Casino and Spa, Atlantic City, NJ

All members were present except Thomas Mantoni. Local Arrangements Committee (LAC) Chair Joseph Santivasci was a guest.

Deborah Bowles and Tracey Thompson were welcomed as new members to the Executive Committee. Pinhas Friedenbergl was welcomed back to the committee.

There was a review of the 2004 conference. Joe Santivasci noted that the LAC felt the “pinch” of a slow-down in volunteerism at the conference indicating that LAC chairs and volunteers wore many hats and were exceptionally busy at the conference.

The Executive Committee, based on a recommendation of the Site Committee, voted to pursue a contract with the Borgata for the 2006 and 2007 conferences. The Borgata offered a \$96 per night room rate.

Considerable discussion took place with regard to reducing the annual conference by one day; consideration included the impact of a four day conference on members’ budgets. It was noted, however, that room pick-ups for the 2004 conference remained steady over previous years and that overall registration was down less than 1%.

The committee developed three levels of corporate sponsorship (for receptions, refreshment breaks, etc.) for the 2005 conference. Platinum (\$5000), Gold (\$1500-\$4999) and Silver (\$500-\$1499). Various forms of recognition were developed for each level as well.

March 10, 2005 – Loews’ Hotel, Philadelphia, PA

All members were present except Josephine Figueras. Joe Santivasci, June Finn and Bernadette Krenzer of the Local Arrangements Committee were guests.

The logistics of the 2005 conference were discussed, including exhibitor and special event space. Changes to the conference format were made and included changing the New Members Breakfast to a luncheon, making the Graduate and Professional Schools Breakfast a roundtable, having the Annual Business Meeting during a luncheon and including the keynote speaker at the luncheon, and replacing the diversity luncheon with featured diversity sessions.

The committee decided to offer exhibitors the opportunity to present “Featured Exhibitor Sessions” with a charge of \$200 per session.

Based on a report given by Treasurer Tom Mantoni of 2004 conference expenses, the registration fees were set for the 2005 conference. A motion was made to eliminate the annual scholarship given to the school of an attending member. The motion was seconded and passed.

June 7, 2005 – Loews’ Hotel, Philadelphia, PA

All members were present except Joseph DiMartile, Sonia Saladuchin and Deborah Bowles. Joe Santivasci, LAC Chair, was a guest.

Joe Santivasci gave an extensive report on the conference planning activities of the Local Arrangements Committee; this included arrangements for hospitality, tours, exhibitors and facilities.

Josephine Figueras asked that the committee revisit the idea of reducing the length of the conference expressing her feeling that members' budgets may no longer be able to support conference attendance. Peter Falk noted that recent past conference attendance and hotel pick-up statistics do not support that assertion. Larry Friedman reminded committee members that we are locked into contracts for the 2006 and 2007 conferences. It was decided that the best way to gauge membership sentiment on this topic was to develop a survey focusing on meeting members needs regarding conference length and configuration. It was decided that a survey should be undertaken in the 2005-2006 year.

The committee authorized Video Librarian Michele Dunn to purchase the video "Quality Service in the Public Sector."

Pinhas Friedenberg announced that the Professional Activities Committee is working with enrollment professionals in Maryland to develop a one-day local MSACROA-sponsored conference. A motion was made to offer \$750 seed money for this initiative; the motion passed.

October 11, 2005 – Loews' Hotel, Philadelphia, PA

All members were present. Joe Santivasci, LAC Chair, was a guest.

The committee met with Loews' staff to review conference details. The committee requested an extension of the 10/31 registration deadline, but the request was denied; hotel staff indicated they would honor the conference rate beyond the deadline based on hotel capacity.

Joe Santivasci gave the LAC report. He said that Chris Knauer, Registration Chair, reported current paid membership at 1018. Joe gave an update on exhibitor registrations, tours and special events.

Extensive discussion occurred as to the structure of Program Committee; the consensus was that the current structure should continue with an emphasis on the involvement of committee chairs – Diversity and New Members were mentioned specifically.

A discussion of fees paid to speakers (keynote, et. al.) concluded in a motion to limit the fee paid to speakers to \$1000 without prior Executive Committee approval – the motion passed.

Discussion regarding the conference brochure included a suggestion by Peter Falk that the brochure be changed to an abbreviated version supported by a full web version in order to help reduce costs.

The committee voted positively on honorary membership for Nancy Campbell and Lynette Gearhart.

The Executive Committee resolved that it would engage in a rigorous process of evaluation, strategic planning and assessment that would position the organization for the next generation of leaders, with process to begin at a special meeting of the committee prior to the 2005 conference and continue throughout 2006 with a report to the membership at the 2006 annual meeting.

Respectfully submitted:

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