



**FACRAO**  
**2021 Business Meeting Minutes**  
**Virtual Session**  
**June 8, 2021**

**1. Call to Order**

- a. Diana Hull, FACRAO President, called the meeting to order at 11:15am.
- b. Diana Thanked those who presented sessions and the corporate sponsors who helped make the conference possible.
- c. Diana reminded our members that they still have time to visit the virtual exhibit hall to interact with our sponsors.
- d. Welcomed Tim Amyx, for closing plenary session.

**2. Plenary Speaker**

- a. Tim Amyx provided updates and information with AACRAO resources.
  - i. Tim Amyx asked that membership answer the research surveys that AACRAO sends out each month. It is very helpful and provides good feedback that can then be shared with the members.
  - ii. Discussed workgroups that AACRAO sponsors to address specific topics, typically items that are trending.
  - iii. SEM (Strategic Enrollment Management Conference) will be back in person this November in Aventura, FL. Looking forward to return to first in-person conference since COVID.
  - iv. Take some time to review AACRAO's professional development core competencies, training resources, instructor-led courses and publications.
  - v. AACRAO caucuses are more active than they have ever been and AACRAO members are welcome to participate.
  - vi. Provided various legislative and government relations updates.

**3. President's Remarks**

- a. Diana Hall thanked everyone for joining us virtually. We had over 225 people register, and we are very happy for that.
- b. Remarked on how we all have overcome the adversity of a global pandemic and how we rose to the occasion to meet the ever-growing changes head on. We persevered and found ways to meet virtually, process forms electronically and updated other academic policies to support our students. Everyone in the virtual room deserves a round of applause for their hard work!
- c. Commended on the efforts of the FACRAO EC Officers ability to put together this virtual conference.

**4. Reports and Governance**

- a. **SACRAO Partnership Update** – Diana Hull mentioned physical conference in Little Rock Arkansas. Ed Trombly invited folks to submit session proposals.
- b. **AACRAO Partnership Update** – FACRAO joined AACRAO in a formal partnership with our website and conference planning platforms.

- c. **Audit Committee** – Diana Hull presented the audit committee members and FACRAO EC members who were available to answer questions about the budget. The audit committee found that the budget was in order and unanimously voted to approve.
- d. **Negotiations for 2021 Summit delay to 2023 in Orlando** – Diana Hull we will be in Daytona for 2022 and Orlando for 2023.

**5. Approval of Minutes**

- a. The minutes from the 2020 FACRAO Business Meeting held virtually on June 23, 2020 were distributed to the membership earlier in the morning for review prior to the 2021 Business Meeting. Diana Hull asked if there were any changes or corrections to the minutes and receiving none, Ed Trombley motioned to approve the minutes, seconded by Val Kisseloff. Poll of participants was offered with YES/NO as choices. Poll result was 100% YES and 0% NO. The minutes from the June 23, 2020 FACRAO Business Meeting were approved.

**6. Finance and Budget**

- a. Diana Hull introduced Amanda Douglas, Treasurer, to discuss the budget.
  - i. **Recap of Financial Notes for 2019-2020** – A recap was provided on the financial notes from 2019-2020. There were some cost savings due to our formalized partnership with AACRAO. Due to this partnership, FACRAO was able to join MemberClicks to use as the new platform for the website, conference management system, and a summit program app. This change is saving FACRAO a little over \$2000. AACRAO is providing a \$1000 subsidy to help pay for the subscription fee AACRAO will covered the fees entirely for the first year. The new MemberClicks contract overlapped slightly with the contract with former conference management system, CVENT, so both had to be paid.

## Financial Notes from 2019-2020

- FACRAO partners with AACRAO and upgrades technology
- We receive a \$1,000 subsidy from AACRAO each year to help with our MemberClicks subscription fee
- MemberClicks waived setup fees due to our partnership with AACRAO!
- Overlap fees during transition (CVENT Contract ended 2020)

| Function                        | Old Systems/Subscriptions | New Systems/Subscriptions                                       |
|---------------------------------|---------------------------|---|
| FACRAO Website                  | HostGator                 | MemberClicks  |
| Conference Management System    | CVENT                     | MemberClicks  |
| Summit Program App              | Guidebook                 | MemberClicks <i>(Additional Fee for Conference App)</i>         |
| Membership dues and Summit Fees | PayPal                    | <u>Payscape</u> <i>(Additional Credit Card Processing Fees)</i> |
| <b>Annual Fees</b>              | <b>\$6,417</b>            | <b>\$4,205</b>  |

# Financial Notes for 2020-2021

- MemberClicks (ePly Conference Platform to host virtual summit)
- Zoom software

| Function                        | New Systems/Subscriptions                                       | Add-ons  |
|---------------------------------|---|--|
| FACRAO Website                  | MemberClicks  |  |
| Conference Management System    | MemberClicks  | ePly (online conference platform)<br>Zoom Software |
| Summit Program App              | MemberClicks <i>(Additional Fee for Conference App)</i>         |  |
| Membership dues and Summit Fees | <u>Payscape</u> <i>(Additional Credit Card Processing Fees)</i> |  |
| <b>Annual Fees</b>              |   | <b>\$2,000</b>                                     |

- iii. **2020 Financial Statement Recap** – Amanda recapped the 2020 Financial Statement to show the previous changes that took place in the 2020 statement due to the cancellation of the Annual Summit.

## 2020 Financial Statement

July 2020 - June 2021  
(as of 6/01/2021)

|                                     |                    |                    |
|-------------------------------------|--------------------|--------------------|
| <b>Beginning Balance</b>            |                    | <u>\$85,908.93</u> |
| <b><u>Fees Received</u></b>         |                    |                    |
| 2021 FACRAO Annual Membership Dues: | \$7,150.00         |                    |
| Summit Vendor Regs. & Sponsors:     | \$6,050.00         |                    |
| EFT Refund Credit:                  | \$ 210.00          |                    |
| Total Fees Received for 2020-21:    | <u>\$13,410.00</u> | <u>\$13,410.00</u> |
| Total Balance:                      |                    | <u>\$99,318.93</u> |
| <b><u>Expenses</u></b>              |                    |                    |
| Administrative Expenses:            | \$8,520.22         |                    |
| Executive Committee Expenses:       | \$ 479.90          |                    |
| **Summit Expenses                   | \$1,999.50         |                    |
| Total Expenses for 2020-21          | <u>\$10,999.62</u> | <u>\$10,999.62</u> |
| <b>Final Balance</b>                |                    | <u>\$88,319.31</u> |

*\*2020 Summit cancelled due to COVID-19. All Summit Attendee and Vendor Registration fees paid prior to cancellation have been refunded*

*\*\*2020 Summit Deposit fees paid to the Plaza Hotel have been forwarded to 2022*

5. **Proposed Budget for FY2021** – With the uncertainty of what will 2021 bring, no budget can be determined at this time. We are planning on the 2021 Summit going on as scheduled but with the ongoing COVID-19 issues, the Executive Committee will continually monitor the situation and make decisions accordingly. Membership renewals will be going out soon. There have been many structural changes within schools and institutions are

urged to update their membership rosters.

# Proposed Budget FY 2021

Amanda.Douglas

- **Items to Consider.....**
  - Explore strategic opportunities to increase memberships and continue to minimize costs
  - Continue efforts to boost Corporate Sponsorships
  - We are planning to continue the 2022 Summit as scheduled (June 05, 2022 - June 09, 2022)
- **Reminder to all members to submit their Association dues for the new membership year**
  - Focus upon institutions that have not paid dues in past years, but have sent members to the Summit
  - Update your budgeting offices regarding new officer contact info for Treasurer related mailings (i.e. checks)

- a. **Motion to Approve Budget** – Diana Hull thanked Amanda for everything he has done for FACRAO as Treasurer and Aimee Leturmy made a motion to approve the budget. Helen Gonzalez seconded. A poll was offered to the participants with YES/NO/Abstain as choices. Poll result was 100% YES and 0% NO. The motion was approved.

## 6. Recognitions

- a. Diana Hull thanked Tim Amyx, Vice President at Large, AACRAO for today's closing session as well as John Barnhill, Associate Vice President for Enrollment Management at FSU for his opening session.
- b. Special thanks to all our amazing session presenters.
- c. Thanks to our valued partners and platinum, gold, silver and bronze level sponsors. We could not put on the conference without you.
- d. Diana also recognized the current FACRAO Executive Board and thanked them for their commitment. Each member will be receiving a plaque to thank them for their service this year.
  - i. Diana Hull, President
  - ii. Mimi Roberson, Immediate Past President
  - iii. Ed Trombley, President Elect
  - iv. Amanda Douglas, Treasurer
  - v. Andrew Konapelsky, Secretary
  - vi. Jessica Cheatwood-Alvarez, V.P. Professional Development
  - vii. Aimee Leturmy, V.P. Communications and Member Relations
  - viii. Valerie Kisseloff, V.P. Emerging and Specialized Programs
  - ix. Novella Franklin, Corporate Sponsor Liaison
  - x. Helen Gonzalez, VP for Information Technology
  - xi. Nevaler Tanesha Davis, FCRAO Chair
  - xii. Amber McCown, Audit Committee Chair

## 7. Transition of Officers

- a. Mimi Roberson as immediate past present and chair of the nominations committee presented the new slate of officers.
  - i. Edward Trombley, President
  - ii. Diana Hull, President Elect
  - iii. Mimi Roberson, Immediate Past President
  - iv. Amanda Douglas, Treasurer

- v. Nevaler Tanesha Davis, Treasurer Elect
  - vi. Andrew Konapelsky, Secretary
  - vii. Valerie Kisseloff, V.P. Professional Development
  - viii. Katerina Manias, V.P. Communications and Member Relations
  - ix. Amber McCown, V.P. Emerging and Specialized Programs
  - x. Helen Gonzalez, V.P. of Information and Technology
- b. Mimi called for nominations from the floor. No additional nominees were presented or volunteered.
  - c. There was no discussion, so Mimi turned the slate officers over to Diana for a motion to approve.
  - d. Diana Hull asked for a motion to accept the slate of officers for 2021-22. Novella Franklin motion to approve, Amanda Douglas seconded. A poll was offered to the participants with YES/NO/Abstain as choices. The poll result was 100% YES. The motion was approved.
  - e. Diana noted appointed positions.
    - i. Novella Franklin, Corporate Sponsor Liaison
    - ii. Alton Austin, FCRAO Chair
    - iii. TBA, Audit Committee Chair
  - f. Diana turned the meeting over to Ed Trombley as the new President of FACRAO for 2021-22.

## **8. Open Forum**

- a. Ed asked if there were any questions or new business items from the floor. No questions or comments came from the floor.
- b. Ed thanked Diana for their work together as the “pandemic presidents” of the organization. He welcomed our continuing and new EC officers and invited others to join in the future.
- c. Mark your calendars for our first return to an in-person summit at Daytona Beach’s Plaza Resort for June 5-9 2022. We will be joining with our FCRAO friends.
- d. Please check into our new FACRAO.org website to see our improvements and updates for future webinars and roundtables throughout next year. Check your emails as well as we will be looking for volunteers for webinar presenters and roundtables.

## **9. Adjournment**

- a. Val Kisseloff made a motion to adjourn the meeting. Novella seconded. A poll was offered to the participants with YES/NO/Abstain as choices. The poll result was 100% YES.
- b. The meeting was adjourned at 12:45 p.m.