



Agenda
SACRAO 73rd Annual Business Meeting
11:00 a.m. – Noon, Tuesday, February 4, 2020
Hilton Mark Center, Alexandria, Virginia

The meeting was called to order at 11:02 am. Joe Papari was named as Parliamentarian. President Gee announced that what will be voting on today was discussed at the town hall meeting. First, the awards will be presented. Gee called VP Brockelsby to the stage for awards.

Brockelsby presented the following Honorary Members awards and scholarship winners:

- Five honorary award members were presented:
 - Richard Jimmerson, University of Texas Arlington
 - Joe DeCristoforo, University of Texas San Antonio
 - John Hall, Southern Methodist University
 - Scott Dittman, Washington and Lee University
 - Barbara Rowe, Washington and Lee University

Four emerging leaders and multicultural scholarship recipients including Allan Barboza, Laura Tyndall, Melissa Johnson and Kalen Early were announced. All winners will be listed in the upcoming newsletter this spring after the conference.

Blake Bedsole, Co-Editor of *The SACRAO Journal*, announced *The SACRAO Journal* winner: Changing the NCAA: Becoming an Academic Institution by Benjamin Kempton, University of North Carolina Wilmington

Additional awards and certificates were presented to include:

- 22 certificates of appreciation and certificates of recognition for all committee chairs and co-chairs including those in standing committees and those rotating off.
- 14 total awards and plaques given out for those rotating off of EC including the LAC Chair and Cié's presidents award.

Brockelsby announced that *The Journal* will be released and uploaded to Issuu after the conference in February. She will be putting a call out for journal articles, scholarship and awards again in the upcoming newsletter. We also have a new journal editor, Scott Gordon from Western Kentucky University, who will serve this year.

President Gee announced the SACRAO 2019 Outstanding Presenters, Scott Burke, Georgia State University; Ryan Hogan, Valdosa State Universty; and Joel Lee, Winston-Salem University. They were recognized for their outstanding presentation: "Signal through the noise: Using a multi-challen approach to reach Gen Z".

Secretary Piner presented the 2019 Business meeting minutes. Piner noted that the minutes were prepared and submitted to the Executive Committee for review.. The minutes were posted and made available on the website. There are also 40 paper copies available in the back of the ballroom for review. President Gee asked for a motion to accept the minutes. Michelle Forbes made a motion to approve the minutes, Kim Barber seconded the motion. The minutes were approved with no objection.

Treasurer Jonathan Reece presented the financial and budgetary information as of February 4, 2020:

Wells Fargo Checking Account - \$ 55,608.88
Wells Fargo Savings Account - \$ 54,527.24



2020 LAC Account
Wells Fargo Checking - \$ 200,432.67

2021 LAC Account
Wells Fargo Checking - \$ 4,847.28

Total Assets - \$ 315,416.07

2020 Budget Review
The 2020 budget proposal is presented. Are there any questions?
Madam President...I offer this budget for approval.

SACRAO Annual Report & Budget

2020 Proposed Budget

INCOME

Dues
Interest - Savings
LAC Return of Advance
LAC Reimbursement to SACRAO for paid expenses*
TOTAL INCOME

\$
63,500.00
\$
11.50
\$
5,000.00
\$
-
\$
68,511.50

EXPENSES

Administration

Archiving
Bank Service
Credit Card Fees (PayPal)
Dropbox
Insurance
Miscellaneous Administration
Postage and Shipping
Printing and Supplies
Tax Prep, Audit, Legal Fees
Teleconferencing
Web Support/Maintenance

\$
50.00
\$
450.00
\$
900.00
\$
419.50
\$
1,285.00
\$
50.00
\$
-
\$
-
\$
9,900.00
\$
200.00
\$
4,000.00



	TOTAL Administration	\$ 17,254.50
Annual Meeting	Advance to 2022 LAC	\$ 5,000.00
	*ASCAP (music licensing)	\$ 131.00
	*Program Planning Meeting	\$ 15,000.00
	*Speakers	\$ 1,000.00
	TOTAL Annual Meeting	\$ 21,131.00
Committees	Audit	\$ -
	Evaluations	\$ 2,500.00
	Executive	\$ 500.00
	Membership	\$ 250.00
	Nominations & Elections	\$ -
	Distinct Populations & Programs	\$ 4,000.00
	TOTAL Committees	\$ 7,250.00
Public Relations	AACRAO Representatives	\$ 500.00
	Executive Committee Travel	\$ 4,400.00
	SACRAO at SROC	\$ 3,600.00
	Honorary/Comp Registrations	\$ 2,000.00
	Past Presidents Luncheon	\$ 500.00
	*President's Reception	\$ 1,500.00
	Plaques, Certificates and Gifts	\$ 1,200.00
	SACRAO at AACRAO Reception	\$ 1,000.00
	*State Presidents Lunch	\$ 1,400.00
	TOTAL Public Relations	\$ 16,100.00



Publications

Journal	\$ 350.00
Newsletter	\$ 225.00
TOTAL Publications	\$ 575.00
Transfer to Reserves	\$ -
TOTAL EXPENSES	\$ 62,310.50

*LAC Expense, but SACRAO Expense for Budget

Sally Marchello made a motion to accept the report, Michelle Forbes accepted the motion. The report was approved.

Jonathan Reece, serving as Interim VP for State and Regional Associations, gave the membership report to include the following:

This year we transitioned to a new membership management system, MemberClicks. As a result, invoices were not sent until October 30. A grace period was added this year because of this late distribution. Accounts were graced until December 31. At that time, any institutions that did not renew were classified as lapsed and access to online features ended and non-member rates began.

As of today, 191 of 568 (33%) institutions have not renewed. Reece encouraged members to reach out to key contact at their institution and verify that renewal has been submitted. If there has been a significant change in the membership roster, please share that information with the VP for States, Regionals, & Memberships.

We originally had 226 non-renewed institutions in mid-January. A follow-up email was sent on January 17 to all members of institutions that did not renew. The intent was to verify whether the key contact for the institution was still valid. 226 institutions had potential key contacts that were no longer at the institution and subsequently updated and renewed. January 17, Reece sent emails to 1,031 individual members at those institutions. Thirty-five of those institutions have now renewed.

This is the second year, for which we have operated under a tiered membership model based on student enrollment. As a result, each institution can have unlimited members and thereby maximizing professional development opportunities for more of our members. And, each individual member has their own unique access to member resources. The username is the member's email and the password can be reset online.

We have:

- 377 active institutions and 2,565 active individual members.
- 48 corporate sponsors and 229 active individual corporate members.
- 4 Associate Members
- 42 Prospects (Conference only attendees)



We had 6 institutions join SACRAO this year. They are:

- Germanna Community College (Locust Grove VA)
- Hollins University (Roanoke VA)
- Texas A&M Health Sciences Center (Bryan TX)
- University of Virginia, School of Architecture (Charlottesville VA)
- University of Virginia, School of Engineering & Applied Science (Charlottesville VA)
- Advent Health University (Orlando FL)

We had 2 educational agencies join SACRAO this year. They are:

- Virginia Community College System
- West Virginia Network

We also had 7 new corporate partners join SACRAO this year. They are:

- Cambridge Assessment International Education
- EAB
- HelioCampus
- Infosilem
- Opera Event
- RaiseMe
- Signal Vine

Reece reported there are no outstanding applications for membership.

Local Arrangements Chair, Hope Reynolds, provided her report for the LAC. She noted there was an overwhelming number of attendees— a little over 500. We were at 497 right before the conference. Thirty-eight corporate partners registered this year. There were 3 we did not have space for; but we created a new category and they presented.

Amy Barber, Audit Committee Chair, was asked to come to the stage to provide her report. On behalf of the committee, Chair Barbar presented the following information:

The work of the Audit Committee this year included the examination of the 2019 financial records of SACRAO for the fiscal year that ended December 31 2019, the Local Arrangements Committee records for the 2019 Annual Meeting held in Baton Rouge, LA, and the audit report from Jennings Cook and Company dated July 2, 2019 for the years ended on December 31, 2017 and 2018.

The Audit Committee is a standing committee appointed by the SACRAO President and should not be considered independent of the organization. The Committee examined the financial records of the Association and the 2019 LAC utilizing guidelines established by the association and defined in the SACRAO Executive Committee procedure manual and the LAC Manual.

The Auditing Committee examined the financial transactions from the general account and found that all operating funds were properly managed. As noted in the Jennings Cook and Co Audit “all significant transactions have been recognized in the financial statements in the proper period, and the financial statements are neutral, consistent and clear.”

Specific Findings in the Local Arrangements Committee Records:



As you know, the Baton Rouge meeting had a significant loss. While the financial records associated with the 2019 annual meeting were documented, there were a number of instances in which the guidelines established by the association were not followed.

- There is no documentation that a budget for the 2019 meeting was approved by the EC during the summer planning meeting nor was there much communication between the LAC Chair, President, and President-Elect prior to the conference related to possible budget shortfalls.

As noted in the Jennings Cook and Company audit that was provided July 2, 2019:

- SACRAO does not have any controls over cash receipts until they are deposited into the Association's bank accounts. Prior to the deposit, cash receipts could be accidentally or purposely deposited into another individual bank account and the Treasurer and/or LAC Chair would be unaware of the missing funds. Jennings Cook and Co recommended that SACRAO explore methods of noting nonpayment of dues by members and nonpayment of registration fees by conference attendees. Payments noted as missing could be tracked back to the member or attendees, of the incorrect individual or institution that was in receipts of the funds.
- The Audit Committee noted that the documentation for the LAC 2019 meeting did not include monthly summary statements from the PayPal account. Only deposit detail was retained with the records. The risk in this situation is that someone could extract money from the PayPal account and deposit to a different bank account or pay expenditures out of the PayPal account that are not related to the conference.

These two findings were discussed with President Cie Gee, Treasurer Jonathan Reese, and 2019 LAC Chair Bryan Antie during our committee meeting on Saturday, February 1, 2020. Since SACRAO has moved to using MemberClicks for association business, the matter of control over cash receipts has been resolved. We learned that the 2019 LAC used a PayPal lite account to save money. The Chair explained that the monthly summary statements were downloaded by the LAC Treasurer. The documents were made available for review to the Audit Committee and the committee found no misuse of deposits.

Recommendations:

- For the past several years, the Audit Committee has recommended that the LAC manual be updated. President Cie Gee indicated that some progress has been made to update the LAC manual. The Audit Committee strongly recommends the LAC manual be updated and presented at the 2020 June Summer Planning meeting, even if in draft form. Future Local Arrangements Committees need historical documentation and procedure approval by the EC to appropriately plan a future conference.
- The Audit Committee recommends future Local Arrangement Committee Chairs should prepare an estimated conference budget to be presented to the Executive Committee at the Summer Planning Meeting. The EC as a whole should strategically determine if the LAC budget is appropriate and approve this document.
- The EC should carefully monitor the LAC budget prior to the meeting and have authority to adjust the budget as needed. As outlined in the EC manual, the LAC Chair shall participate in conference calls with the President and President-Elect to finalize annual meeting planning. The EC should be aware of the risks that SACRAO faces if expenses of the conference are not closely monitored.



- The LAC chair should submit a final report to the entire EC detailing registrations, general observations, problems and recommendations as soon as financial accounts are closed but no later than the AACRAO meeting in April. This report is needed for future annual meeting planning.
- Due to the fact that the 2016 and 2019 annual conferences were significant losses to the Association and certificates of deposit were cashed to cover the liabilities, EC should oversee future annual meeting budgets so that all advances to EC be returned and that the annual meeting generate a small net revenue. We suggest at least a 5% net revenue. While we realize the annual meetings should not be a revenue source for the association, the budgeting of a small net revenue should offset unseen circumstances that could occur.
- The Association should have reserve accounts to cover one year's general operating expenses and any outstanding contractual obligations.
- As stated in the EC manual, the treasurer should prepare quarterly financial statements and transaction reports for the Finance, Audit and EC Committees.
- The EC develop a formal review process for any refunds of annual meeting registrations. While we realize unforeseen circumstances may arise for paid annual meeting registrants, contractual obligations for the annual meeting must be met.
- At the 2020 Summer Planning Meeting, the EC review and discuss the recommendations of this Audit Committee and submit a report to the Audit Committee Chair in July 2020.

As a footnote, the Association should know that the 2019 EC did not shy away from stepping up to remedy the financial difficulties SACRAO encountered after the loss in Baton Rouge. The Audit Committee members appreciate that President Cie Gee, Treasurer Jonathan Reece, and the entire EC for making changes due to SACRAO's finances.

As Chair, I want to thank the Audit Committee members for their assistance in conducting the examination of the financial records. The committee members are (if you will please stand), John Hall, Southern Methodist University, Hope Walton, University of Richmond and Michele Forbes, LSU Law Center who served as secretary of the Audit Committee.

On behalf of the Auditing Committee, Barber recommended adoption of this report.

Past President Green presented information from the Constitution and By-Laws Committee. Green indicated that we need to include more members in the decisions of the association and not limit to those who can attend the business meeting. Therefore, they were proposing to allow for on-line voting of changes to the Constitution and By-Laws, rather than having to wait for the annual business meeting. This change will enable us to be more adept in getting word out about important issues to the membership and to make changes which are important to the operation of the association. A proposal was submitted from the executive Committee, advised by the Constitution and Bylaws Committee. There was a lot of discussion about how the proposal was submitted, because appropriate notice as not given to the organization to vote on this item. It was also noted that because appropriate notice was not given, at least 2/3 votes would be required to pass.

Green announced that the site selection committee will be working with KACRAO (Kentucky) and CACRAO (Carolinas) to determine where the 2022, 2023 meetings will be held.



Emily White, Chair of the Nominations and Elections Committee, presented the 2020-21 slate of officers as follows:

Role	Name	Institution
President-Elect	Kim Taylor	University of Kentucky
Program Vice President for Recruiting, Admissions and Enrollment Management	Charles Bedsole	Arkansas Tech University
Program Vice President for Topics in Higher Education	Edward Trombley	Embry-Riddle Aeronautical University-Worldwide
Secretary	Julie Taylor	University of North Alabama
Vice President for Information Technology	Melissa Hyatt	Texas State University
Vice President for Program and Evaluation	Wayne Banks	Southern Arkansas University Tech
Vice President for States/Regionals and Membership	Karen Beckett	University of Miami

The eight members to be on the ballot for the Nominations and Elections committee are as follows:

Name	Institution
Louis Jimenez	Texas State University, Texas
Brenda Schumann	University of Texas at Austin
Matt Cash	University of South Carolina - Beaufort
Tracy Finch	Arkansas State University
Stephanie Baird	Oklahoma Christian University
C. Allan Lockett	Roanoke College
Ryan Garrity	Tulane University
Melissa Johnson	Aiken Technical College

Emily noted that the Chair for the 2020-21 Nominations and Elections Committee is Patrick Frazier.

Andy made a motion to close nominations. Mary Kincannon seconded the motion. The new officers were congratulated and welcomed into their new positions.

President Gee returned to the business of the proposed changes to the Constitution and ByLaws. She noted that not everyone can attend the meeting, but everyone would have an opportunity to vote. The changes were presented to the membership in Town Hall and during Green's presentation today. The changes were displayed for everyone to review during the Business meeting. Gee gave the membership time to review the information.



Amy Barber asked if these changes were posted 30 days in advance. Since these changes were not posted 30 days in advance, they will require a 2/3's vote to pass. A motion to vote by acclamation was made Ryan Garrity and Emily White seconded the motion. The vote passed unanimously.

There are two members who have accepted additional responsibilities on the EC and deserve special recognition. Both Kim Barber and Jonathan Reece have taken on the responsibilities of bringing up MemberClicks, etc. Both were presented with an award in appreciation of their service and dedication to the migration and launch of the website and membership portal.

Gee recognized the following outgoing officers and gave her sincere appreciation for their services to SACRAO; Andy Green (President Elect 2017-18, President 2018-19, Past-President 2019-20); Ronnie Chalmers (VP for Recruitment, Admissions, and Enrollment Management 2018-20); Kim Taylor (VP for Higher Education 2018-20); Kim Barber (VP for Information Technology); Justin Schilke (Interim Role); Brandy Piner (Secretary 2018-20); Blake Bedsole (SACRAO Journal Co-Editor 2019); and Hope Reynolds (LAC Chair for the 2020 SACRAO conference in Alexandria, VA).

The first SACRAO she attended was by accident, in 2013 in San Antonio. At that conference she attended a SACRAO journal session and one day she published and became editor. She learned about the governance structure and never knew she would stand up here as SACRAO president. She is grateful to have served under the leadership of Andy Green. To everyone she has served with on the committee, she appreciates their dedication to both her and the organization. She is pleased to pass the gavel to Steve McLeod.

President McLeod gave his appreciation for working with Past-President Gee. He did not know he would be serving in this role, it was not expected. He is honored to be serving as the SACRAO president. He wants to thank the past presidents who have given him words of encouragement. He started working with the program committee about seven years ago; he was then encouraged to offer a session; then he became the chair of the committee. Then he took a two year break to work on a self study. He came back as a VP on the committee, and due to unforeseen circumstances, was asked to fill the role of President-Elect.

LAC Chair Reynolds had a couple of announcements:
BINGO cards are still being accepted in Willow
Donations for Green Machine are still being accepted in Willow.
At 5:30 a presidential reception is being held by Paradigm
We may have a few guests visit us at dinner.

President McLeod adjourned the meeting at 11:54 a.m.

Respectfully Submitted,

Brandy D. Piner
2018-20 Secretary