



**EIGHTY-FIRST ANNUAL CONFERENCE  
NOVEMBER 28 – DECEMBER 1, 2011**

1. Agenda for the 2011 Business Meeting
2. 2010 Business Meeting Minutes
3. Summary of 2010-11 Executive Committee Minutes
4. 2011 Financial Statement
5. Reports of the Officers

# **Middle States Association of Collegiate Registrars and Officers of Admission**

**81st Annual Business Meeting**

***Wednesday, November 30, 2011***

**The Borgata Hotel Casino & Spa, Atlantic City, New Jersey**

## **AGENDA**

- I. Call to Order – Michele Dunn, President
- II. Minutes of the 2010 Business Meeting – June Finn, Secretary
- III. Auditing Committee Report
- IV. Treasurer’s Report – Patricia Mathay , Treasurer
- V. Report of the President – Ms. Dunn
- VI. Report of the President-Elect – Peter R. Falk, President-Elect
- VII. Report of the Past-President – Tracey Thompson, Past-President
- VIII. Old Business – Ms. Dunn
- IX. New Business – Ms. Dunn
- X. Introduction of the 2012 Executive Committee
- XI. Adjournment

**Middle States Association of Collegiate Registrars and Officers of Admission  
80th Annual Conference - Minutes of the Business Meeting  
Wednesday, December 1, 2010 – The Hershey Lodge, Hershey, PA**

The meeting was called to order by President Tracey Thompson at 1:10 p.m.

Tracey introduced Alan Sims of the University of the Sciences, Philadelphia as the Business Meeting parliamentarian.

The 2010 Executive Committee was introduced, along with Past-Presidents of the Association in attendance.

The Minutes of the 2009 Business Meeting were presented by Secretary, June Finn. The Business Meeting packets were emailed to all registrants prior to the conference. A limited supply of copies had been provided and were available at the tables. These packets included the Minutes of the 2009 Business Meeting. The minutes were approved as presented.

Larry Friedman, 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 – the motion was seconded and passed.

Tracey offered the President's report highlighting the 80th Anniversary of MSACROA...the oldest of the AACROA regional associations. Tracey welcomed 75 members attending the conference for the first time...he encouraged them to get involved. He also introduced the creation of a Strategic Planning Committee to review all aspects of the Annual Conference and the organization. The Committee consists of 3 past-presidents, 4 current Executive Committee members, and 3 members at large. Our membership should expect surveys in the future, looking for feedback to aid the committee in its task.

Tracey introduced Mr. Brad Myers from Ohio State University, who offered greetings from the AACRAO office in Washington, DC.

Past President, Deborah Bowles presented the report of the Nominations and Elections Committee. She introduced N and E members Joseph DiMartile, Sonia Saladuchin, Alan Sims, Terry Thompson. Fran Burman of Johns Hopkins University and Michael Maysilles of Caldwell College were elected to fill the available positions on N and E for 2011-2012. Deborah 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 Information Technology – Luke Phillips, Felician College

Vice President for Professional Development – Wendy Kutchner, Temple University

Vice President for Admissions – Richard Sunday, LIU

Secretary – June Finn, Felician College  
President-Elect – Peter Falk, UMDNJ

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

Deborah opened nominations for the 2011 election. He announced the available positions as President-Elect, Treasurer, Vice President for Records and Registration, Vice President for Communications and 2 positions on the Nominations and Elections Committee.

Tracey asked for any old business, there was none.

Michele Dunn, 2011 President presented Immediate Past President, Tracey Thompson with a ceremonial gavel and thanks him for his service as President.

Michele then acknowledged and thanked the Program Committee and the Local Arrangement Committee Chairs for their help in putting together this conference. Michele also explained the Service Component of our Conference and invited all to participate in the letter writing and sorting of supplies following the Business meeting today.

Peter Falk, President-Elect announces the theme for the 2011 conference at the Borgata Hotel in Atlantic City, NJ, “Enrollment Management Professionals Leading the Way”. An email announcement will follow with a Call for Proposals for conference session topics with the question “What are you going to present next year?”

Michele thanked the 2010 Executive Committee and introduced the 2011 Executive Committee:

Tracey Thompson, Immediate Past President (Cornell University)

Michele Dunn, President (County College of Morris)

Peter Falk, President-Elect (University of Medicine and Dentistry of New Jersey)

Jeremy Maisto, VP for Communications (Lebanon Valley College)

Luke Phillips, VP for Information Technology (Felician College)

Tom Mantoni, VP for Registration and Records Management (DeSalles University)

Wendy Kutchner, VP for Professional Development (Temple University)

Patti Mathay, Treasurer, (University of Pittsburgh)

Richard Sunday, VP for Admissions & Enrollment Management (Long Island University)

June Finn, Secretary (Felician College)

The meeting was adjourned at 1:50 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 (2009-2010)**

### **December 2, 2010 – Hershey Lodge, Hershey, PA**

All members of the Executive Committee were present in addition to members of the LAC committee.

We reviewed the Conference along with the Hershey Lodge staff and we all agreed that Hershey did an excellent job in hosting the conference. 'We also sincerely appreciate all of LAC's hard work. We reviewed the 2012 Hershey contract and the need for a few changes.

There was a Strategic Planning Committee Update and Motion was approved to provide a free non-transferable registration fee for the 2011 conference to be selected randomly from survey responders.

In discussion of session and conference evaluations, a Motion was approved to spend up to \$250 for the tabulation of evaluation responses.

Dates were established for the upcoming Executive Committee Meetings.

### **April 5, 2011 – Borgata Hotel, Atlantic City, New Jersey**

All members of the Executive Committee members were present except for Wendy Kutchner.

President-elect Peter Falk and his Program Committee have planned approximately 50 sessions for the next conference along with two plenary sessions.

President Michele Dunn reported on the recent AACRAO that she attended. One suggestion was to review our By-Laws and the Committee agreed that this will be done following the completion of the Strategic Planning Committee.

The Committee decided to hire Experient Inc. to search for our 2013 conference location.

We also decided to re-establish the Calendar Communication Plan for 2011. We proceeded to review the first 6 months of the calendar.

Motion was approved to purchase a new laptop with a \$500 limit for the Secretary.

Motion was approved to renew our Website domain name for 5 years and the hosting site for the next three years.

The current membership for 2011 is 366 members.

**June 7, 2011 – Borgata Hotel, Atlantic City, New Jersey**

All members of the Executive Committee were present except Wendy Kutchner and Jeremy Maisto. Members of the LAC committee were also present for the first part of the meeting.

President Elect Peter Falk reported that he is up to 55 sessions for the conference including Registrar 101 and Covey presentations.

President Michele Dunn led the Fiscal review of the Hershey Conference. We have realized a \$10,000 increase in our bottom line due to budget diligence. We reviewed the Unit pricing of the Hershey conference and established unit pricing for the Borgata 2011 conference.

Past President Tracey Thompson presented the 6 nominees for Honorary Membership. All nominees were accepted and motion was approved to offer complimentary registration for all nominees.

The Nominations and Elections Committee are meeting to prepare the slate of officers for 2011-2012.

There was discussion about a vendor inquiring about becoming a member of the organization. A motion was approved to return the membership fee to this vendor and then discuss the options at the next meeting.

**October 18, 2011 – Borgata Hotel, Atlantic City, New Jersey**

All members of the Executive Committee were present except for Jeremy Maisto. Also in attendance for the first part of the meeting were the LAC committee members.

President Elect Peter Falk reviewed the conference program. We currently have 117 people registered as of this date, which is ahead of last year. Peter is very encouraged. We were also able to negotiate a lower room rate of \$99 instead of \$139 for our participants.

We completed the 2011 Planning Calendar and we have been approached by the new Revel Hotel in Atlantic City as a possible site for the 2013 Conference. They will do a presentation at our November 28th meeting.

Following a discussion about reasonable expenses for Executive Committee and LAC Committee members during planning meeting dates, a motion was approved for any participant to stay one day before the meeting and one day after the evening if the travel time exceeds 4 hours. This will also included per diem meal rates, but no alcohol.

Following a Facebook versus Linked In discussion, the committee decided to begin with Linked In and Jeremy Maisto agree to manage the account

A motion was approved to purchase a personal computer for the IT Vice President, not to exceed \$350.

Another motion approved was to have all LAC Chairs registration for the Conference to be complimentary.

June Finn  
MSACROA Secretary  
Registrar, Felician College

# MSACROA Treasurer's Report

## 01/11 – 08/11

Submitted by Patricia J. Mathay, MSACROA Treasurer, 11/08/2011

Beginning balance (as of 01/01/11).....	\$89,650.66
Total deposits this period.....	\$33,088.33
Total disbursements this period.....	\$88,630.61
Current cash balance.....	\$34,108.38

### Other Assets:

PNC Bank Money Market (as of 08/31/11).....	\$65,516.13
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Total ASSETS (as of 08/31/11).....	\$99,624.51
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# Reports of the Officers

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

It has been an honor to serve in my first year as Vice-President for Admissions and Enrollment Services and as a member of the Executive Committee. I thank the MSACROA membership for electing me at the last conference and for their support throughout the year. It has been a pleasure meeting new professionals and connecting with long-time colleagues in a new capacity as a MSACROA Executive Committee member. It is truly gratifying work.

I and my fellow Executive and Program Committee members have worked hard this year to reach out to Admissions professionals to present sessions and to get involved. As our professions evolve, and more institutions develop enrollment management approaches, few of us do work and make decisions that only impact our individual areas of responsibility. Further, we are increasingly interdisciplinary, relying on expertise in other areas of student services to perform our duties well. Thank you to admissions professionals who submitted session proposals, encouraged colleagues to present or to contribute in whatever area or capacity, and responded to our phone calls and emails. This year's MSACROA Program continues to be a wonderful blend of trending topics for Admissions, Registrar and other enrollment professionals at all levels.

Opportunities for professional development and volunteerism tend to diminish when budgets are constrained and workloads are high. Yet, it is particularly in challenging times that we most need each other's wisdom, expertise and collegiality. 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 Communications

This has been my fifth and final as Vice President for Communications and member of the executive committee. It has been my pleasure to serve in this role and help move the association forward. There have been many changes and initiatives in my area during this time, including the reorganization and inventory of the association's archives—performed by our archivist, Michael Maysilles (Caldwell College)—and the elimination of significant annual costs related to duplication and mailing, most notably with the *MSACROA Newsletter*. The *Newsletter* has been redesigned by our newsletter editor, Blaine Carfagno (Lebanon Valley College), and is now published exclusively online.

We are also looking forward to new means of engaging our members. Recently a MSACROA LinkedIn group was created to allow additional opportunities for members to network, exchange ideas, and share news and announcements. I encourage you to join us at [www.linkedin.com](http://www.linkedin.com).

I also want to acknowledge two new volunteers who will be helping us with the laborious process of collecting and tabulating session evaluations: Lynne Dougherty and Helena Minerva (both from Hofstra University).

I look forward to see you at the conference.

Respectfully submitted,

Jeremy Maisto

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

It has been a pleasure to serve another year as Vice President for Professional Development. This year brought more changes and initiatives in my area. MSACRAO has been actively building its relationship with AACRAO. As a result, we have been successful in securing the Registrar 101 workshop at this year's annual conference presented by Brad Myers, Vice President of Records & Registration for AACRAO and University Registrar at "The" Ohio State University. Past-President of AACRAO, Betty Huff, Associate Executive Director - Barmak Nassirian, and LeRoy Rooker will also be participating in the conference this year. In addition, Dr. James Caldwell will be returning to offer the customized Franklin Covey Certificate program, "The 7 Habits of Highly Effective People."

It is with great regret that we lost a colleague and fantastic Video Librarian this year. Roberta (Bobbie) Bates passed away in September 2011. Bobbie was instrumental in coordinating the organizations professional development materials and making selections for the upcoming year. Her warm personality will surely be missed. With her absence, Allison Maysilles from New Jersey City University has graciously volunteered to oversee the video library responsibilities. I am very grateful to Allison for her efforts and look forward to working with her to further build the professional development materials for the organization members.

The NJ-NY ACRAO association's fall conference was held on October 25th at Adelphia University Garden City, NY. This conference was well attended once again with members within the NJ/NY region. The DVACROA association is entering its fourth year and is actively finalizing the details for the spring conference. This year the conference will be held on Thursday, March 8th at Cabrini College in Radnor, PA.

I have appreciated the opportunity to serve as Vice President for Professional Development. If I can be of service to you, please do not hesitate to contact me at [kutchner@temple.edu](mailto:kutchner@temple.edu).

Respectfully submitted,

Wendy Kutchner

## **Report of the Vice President for Registration and Records Management**

It has been an honor to complete my term as Vice-President for Registration and Records Management. The Executive Committee, Program Committee and Local Arrangements Committee have worked extremely hard all year to plan this year's conference and are to be commended for offering wonderful professional development and technical sessions. It is a challenge to arrange a professional conference comprised of quality sessions, noted speakers and timely topics at a modest cost. This year's committees have succeeded on all fronts and it has been my pleasure to work with each of them. MSACROA is a vital organization important to our personal and professional growth. I urge you to become involved by volunteering your time and talents to make MSACROA the best it can be.

MSACROA is proud to host AACRAO this year in Philadelphia. AACRAO's Annual Meeting will help you tackle current issues and prepare for future challenges. Volunteers are needed in a variety of capacities: to staff the information and hospitality booth, staff on-site registration, post pictures of award winners and past presidents, collect workshop tickets and distribute a daily flyer with session and room changes. Please contact me or Larry Friedman, Co-Chairs of Volunteers for the Annual Meeting to discuss volunteer opportunities.

I look forward to seeing you in Philadelphia for AACRAO and Hershey for MSACROA 2012.

Respectfully submitted,

Thomas Mantoni

# 2011 Honorary Membership

## Betty Cifrodella

Betty has served in an Higher Education role for over 25 years.

1985-1988	Registrar at Felician College
1988-1992	Associate Registrar UMDNJ
1992-1995	University Registrar at Hahnemann University
1995-1999	Assistant Dean and Registrar at Touro College
1999-2002	Registrar at St. Francis College
2002-2010	Assistant Registrar at NJIT

Betty also served MSACROA in the following ways:

1986	Became a Member of MSACROA in
1990	Served as Registration Co-Chair
1991-1993	Served as Registration Chair
1994-1998	Vice President for Information Technology/DataManager
1999	Vice President for Professional Development
2000	Elected President Elect
2001	President
2002 & 2003	Immediate Past President (2 Terms)

In addition to these Betty has presented on a myriad of topics over the last 20+ years.

## Sam Conte

Sam Conte served as University Registrar at the University of Pittsburgh for approximately 24 years (from August 1986 until December 2010). In that position, he was responsible for a 43-person department. During Sam's tenure, the University completed two student system implementations and several system upgrades

Sam has participated in both regional and national professional associations as a volunteer, a presenter, a consultant, and an officer of those organizations, as detailed below.

### PRESENTATIONS

Sam has done a number of workshops and session presentations over the years at both MSACROA and AACRAO. He has presented approximately 10 times at AACRAO and 8 times at MSACROA. In addition, he represented AACRAO at an AUA conference in London in 2007, where he presented 3 papers on Project Management in U.S. Higher Education.

## **CONSULTING**

Sam has served as a representative of AACRAO Consulting at four higher education institutions.

## **PROFESSIONAL ORGANIZATIONS**

### **American Association of Collegiate Registrars and Admissions Officers (AACRAO)**

- 2007 – 2010 AACRAO Board of Directors serving as Vice President for Finance
- 2005 – 2006 Member of the AACRAO Auditing Committee
- 2003 Registration Chair for 2003 Annual Conference in Washington, D.C.  
AACRAO Enrollment Services Steering Board (chair)
- 2002 Nominations & Elections Committee (2nd alternate)
- 1998 – 2000 Member of New Member Orientation Committee.
- 1997 Nominations & Elections Committee (3rd alternate)
- 1993 – 1996 Member of the State and Regional Relations Committee  
MSACROA liaison to the Fraudulent Credential Task Force
- 1990 – 1993 Member of the Institutional Publications and Academic Calendar Committee.

### **Middle States Association of Collegiate Registrars and Officers of Admission (MSACROA)**

- 1997 Immediate Past President; chair of Nominations & Elections Committee
- 1996 President; chair of the Executive Committee.
- 1995 President-Elect; member of the Executive Committee; chair of the Program Committee
- 1994 Vice President for Professional Development; member of the Executive Committee; chair of the Professional Activities Committee; member of the Program Committee
- 1993 Member of the Professional Activities Committee
- 1991 & 1992 Chair of the Registration Committee for the 1991 and 1992 annual conferences

## **Ellie Diamond**

Ellie was an active member of NY/NJ AACRAO, and MSACROA.

### **NY/NJ ACRAO**

- 1984 Member of the NY/NJ Steering Committee
- 1985 Secretary
- 1987 President

### **MSACROA**

- 1992-1994 Executive Committee serving as the Association Secretary

Ellie has also served as a member of the hospitality and site committees during this time.

## **Joe DiMartile**

Joe has served in a number of capacities for MSACROA for many years.

### **MSACROA**

2001-2006	Vice President Communications
2000	Vice President Registrations and Records Management

Joe also served as a member on Nominations and Elections Committee and as newsletter editor. Joe took on numerous responsibilities as the association made its transition toward a greater reliance on technology.

Joe was also a mentor to many new members of the association and was always approachable and helpful serving where and when needed. Joe is well respected and admired by members of our profession and association.

## **Carol Gubernat**

Carol was active in NY/NJ ACRAO and served as President in 1998. She also was active in MSACROA and attended her first conference in 1988 in Philadelphia. Carol has served as a recorder/convener, and presenter of various topics that usually involved the Registrar's office. During Carol's time as member and Vice President for Professional Development she was instrumental in the development of the association video library and served as one of its first librarians. In 2005 Carol became Assistant Vice President at Kean University until her retirement, having served 34 years in higher education related work.

### **MSACROA**

2004	Member of the Program Committee for the 2004 Conference
2003-2004	Vice President for Professional Development
1999	Member Professional Development Committee
1998	First MSACROA Conference
1997	Elected to Nominations and Election Committee

Carol was Chair of the Registration committee and a member of the Hospitality and Registration committees during this time.

### **NY/NJ ACRAO**

1998	President
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## **Barbara Repasi Heron**

Barb has served as the Associate University Registrar at the University of Pittsburgh for the past 30 years. She retired July of 2010 after 44 years of service in the University Registrar's Office. For several years she served as the liaison between the Office of the University Registrar and the Schools within the University. Barb coordinated all administrative matters (and some academic) between the Schools and the Registrar's Office. Prior to her retirement she managed the Course and Classroom Scheduling Office as well as the Administrative staff for the University Registrar.

During her career Barb served on several committees in AACROA as well as MSACROA.

### **AACRAO:**

- Served as a member of the First-timers committee
- Served as a volunteer at several First-timers receptions, hosting a table and serving as a mentor for first time attendees throughout the year
- Volunteered to serve as a session facilitator during those years that she attended the conferences
- Co-presented sessions on the "Dos and Don'ts of Implementing a New Student System" and "Process Mapping"

### **MSACROA:**

- Member of Middle States since the early 1970's
- Vice President for Admissions and Enrollment Services 2007-2008
- Presented several sessions at the annual conferences
- Volunteered as a member of the Registration Committee, Hospitality Committee, First-Time Attendees Committee and Women's Issues Committees
- Served as chair of Women's Issues Committee and First Time Attendees Committee
- Served as Vice President for Admissions and Enrollment Services