

**AMERICAN ASSOCIATION OF COLLEGIATE
REGISTRARS AND ADMISSIONS OFFICERS**



EXECUTIVE DIRECTOR'S REPORT

**BOARD OF DIRECTOR'S MEETING
Washington, DC**

February 2011

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INFORMATION TECHNOLOGY (IT)

Association Management System (AMS)

The AACRAO Board of Directors authorized the purchase of the iMIS Association Management System from ASI. ASI and AACRAO will now perform a comprehensive needs analysis as the first phase of implementation. AACRAO plans to draw on the expertise of the existing advisory committee in a new role as project steering committee.

AACRAO.org Redesign

AACRAO continued to work with Vanguard (the web developer) on a new association web page. AACRAO plans to release a beta site to the membership in time for the Annual Meeting.

Phone System Migration

The AACRAO office successfully migrated from a premise-based to a cloud-based VOIP system. The new phone system allows AACRAO to utilize capacity on existing high-bandwidth internet circuits while providing greater redundancy, reliability and support.

IES Office Relocation

AACRAO moved the IES business unit to a new location in the basement of the building. AACRAO extended its existing information infrastructure to the new space via fiber optic networking.

Accounting System Upgrade

AACRAO upgraded its accounting software to the latest version of the Peachtree accounting system.

AACRAO Webinars

AACRAO produced two standalone webinars: on FERPA and one in partnership with Blackboard on student engagement.

IES Web Redesign

AACRAO completed development of the new IES web page. The site is now live.

Server Virtualization

AACRAO continued the process of virtualizing premise-based information systems. To date, AACRAO has moved print services, blast email and timekeeping database functionality to a virtual environment. The plan is to virtualize all information systems that can not be moved to the cloud.

GENERAL AND ADMINISTRATIVE

AACRAO staff secured Quatt Associates to perform a Salary Compensation Study. This will update the last study done in 2007.

AACRAO staff met with MV Financial Group (Health Care advisor and agent) to discuss the probable impacts of the Health Care Reform Act.

AACRAO staff secured an increased commitment of dollars from Campus France to be applied to the EDGE update project. AACRAO staff also secured a to-be-funded interest from the French Council of Engineers.

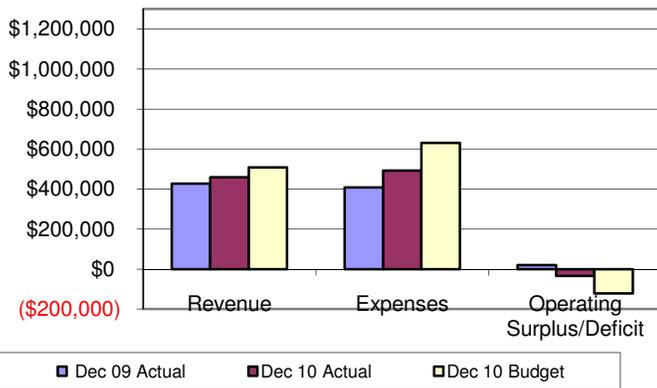
AACRAO staff and the Hong Kong Trade and Development Group continued their joint preparations for Hong Kong's International Education Exposition.

AACRAO staff held exploratory discussions with the China Scholarship Council focusing on possible common interests

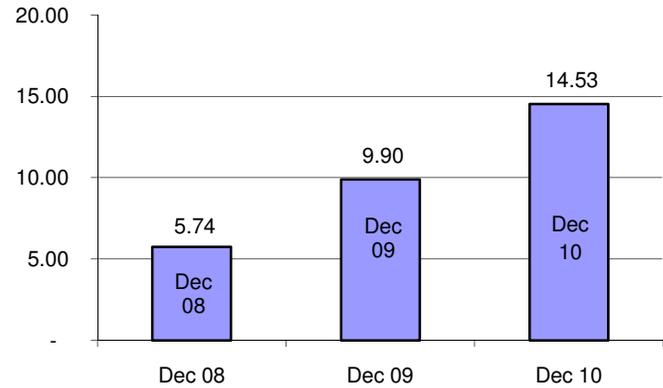
Accounting

AACRAO FINANCIAL DASHBOARD December 31, 2010

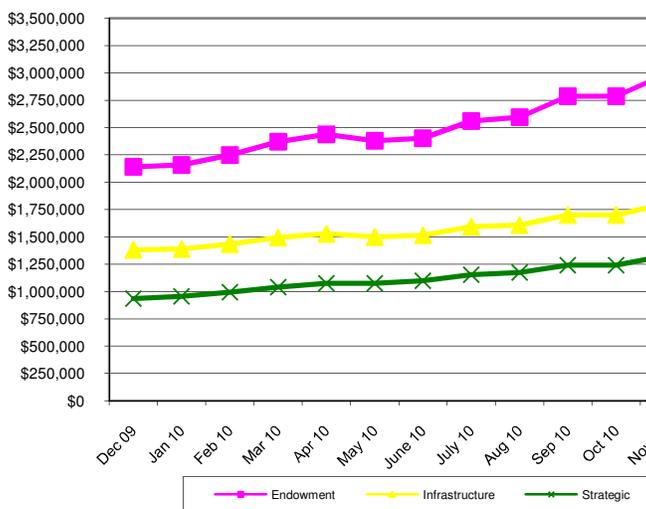
Revenue, Expenses & Operating Surplus/Deficit
Dec 2009 Actual, Dec 2010 Actual and Budget



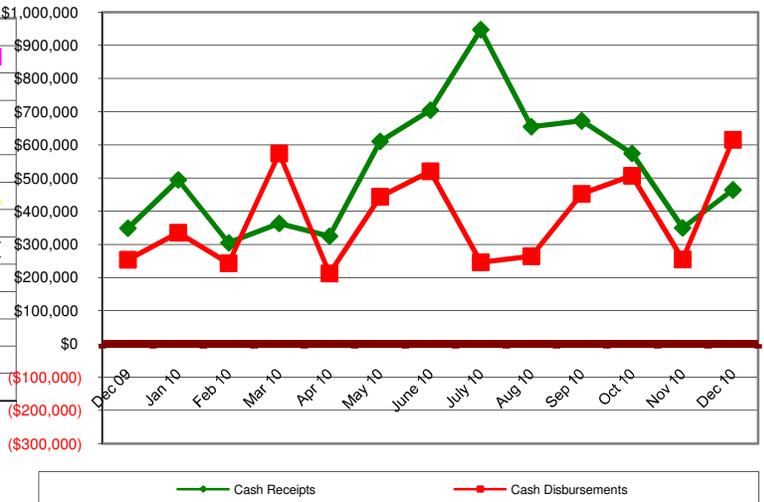
Modified Current Ratio Analysis
(Cash & ST Investments/Accounts Payable)



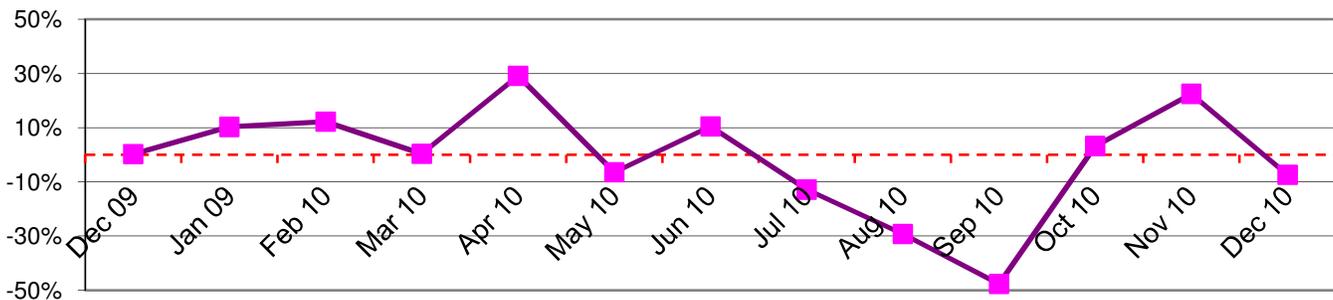
Long-Term Investments - FMV
December 2009 - December 2010



Cash Receipts, Disbursements & Net Cash Surplus/Deficit
December 2009 - December 2010



Net Profitability
(Net Revenue/Gross Revenue)
Dec 2009 - Dec 2010



SUMMARY

AACRAO's net operating results for December 2010 are showing a deficit of (\$34,149) which is \$87,656 better than the month's budget expectation and (\$53,627) under results of the same period last year (month ended December 31, 2009).

ANNUAL MEETING

Annual Meeting

Current Annual Meeting

Registration for the 2011 AACRAO Annual Meeting in Seattle is currently pacing about the same as 2010 (736 for 2011 and 798 for 2010). Hotel reservations are behind last year by 23%, but our hotel pickup is much closer to our actual registration number. Hopefully, there are fewer canceled hotel rooms as we get closer to the conference. As of January 24, 2,943 room nights out of a contracted block of 5,101 room nights have been booked, which is 58% of the total room block. Updated hotel block and registration will be provided by Associate ED, Barnett at the February board meeting.

The tours are: Cascades and Casks, which is a winery and waterfalls tour; a Gourmet Food Tour of Pike Place Market; and the See Seattle city tour. At this time none of the tours have reached the minimum registration requirement and the deadline is February 25, 2011. On that date, AACRAO will need to decide to cover the unsold tours or cancel each event individually.

We are actively marketing the 2011 Annual Meeting in Seattle. The registration brochure, which directs people to AACRAO's website for complete information on the meeting, was posted online in December. We have also scheduled weekly email blasts and on-going articles in *Memberlink*.

We have secured the following speakers for the meeting:

- Harry Paul, Harry The FISH! Guy -- Opening Session
- Jeffrey Selingo, The Chronicle of Higher Education – Monday General Session
- John Pryor, Higher Education Research Institute at UCLA – Monday General Session
- Cliff Adelman, Institute for Higher Education Policy – Tuesday General Session
- David Kalsbeek, DePaul University – Tuesday General Session
- Michael Henniger, Western Washington University – Graduate and Professional Schools Luncheon
- Christina Castorena, Everett Community College – Cultural Diversity Luncheon

AACRAO Centennial Celebration

Current marketing activities surrounding the Centennial include a Centennial booth outside of the exhibit hall and near registration. We are working on a way to acknowledge the Centennial with a food or beverage product.

Annual Meeting Webinars / Virtual Meeting

AACRAO will continue offering a slate of ten webinars from the upcoming annual meeting. We hope to offset the projected drop in Annual Meeting revenue while providing a valuable service to members whose own budget constraints prevent them from attending. The Virtual Annual Meeting Webinars are sponsored by SunGard Higher Education.

Exhibits

2011 Seattle

We continue to sell booth space in the exhibit hall. We have 69 companies who have signed up so far. We previously had 118 10'x10 booths in the hall; due to demand for booth space, we expanded the hall by 7 additional booths. There are now currently a total of 125 10x10 booths in the exhibit hall, (12,500 square feet), which are configured into 10'x10', 10'x20', 20'x20', and 20'x40' spaces in the hall. Of those 125 spaces, 119 are currently occupied. Currently we have 6 booth spaces available for sale. This represents 95% of the exhibit hall space being sold/occupied.

To further break down the numbers, we have sold 43 out of 49 10'x10' spaces; 18 out of 18 10'x20' spaces; 8 out of 8 20'x20' spaces; and 1 out of 1 20'x40' space.

We will be sending reminders to our past exhibitors and to our prospect database and inviting them to exhibit at the meeting.

We have received four cancellations, but we have already sold their booth space to companies on our waiting list.

To date, the following companies are scheduled to exhibit at the Annual Meeting:

AACRAO Consulting
AACRAO International Education Services
ACT, Inc.
Ad Astra Information Systems
Army Recruiting
Avow Systems
Campus Management Corporation
CELCAT/EDULYTICS LLC
CIBER, Inc
College Scheduler
CollegeNET, Inc.
CollegeSource
Credentials Solutions
Data Tech Services
Datatel
Decision Academic
Digital Architecture
Docufide, Inc.
Ed Financial Services
Education Systems EMAS Pro
Educational Credential Evaluators, Inc.
Educational testing Service
EMPOWER/ComSpec International, Inc.
EMS Software by Dean Evans and Associates
Foundation for International Services GradImages
Herff Jones, Inc.
Hershey Systems
Hotcourses, Inc
Hyland Software, Inc.
IDP Education
IELTS International
Infosilem Inc.

International Baccalaureate Organization
International Education Research Foundation, Inc. (IERF)
Jenzabar
Jolesch Photography
Jonesville Paper Tube Corporation
Jostens
Leepfrog Technologies
National Student Clearinghouse
NSLP
Paradigm, Inc
PEARSON (NTC)
Perceptis
Perceptive Software (ImageNow)
Phi Theta Kappa International Honor Society
Prescient Information Systems Inc
Presidium Inc.
Prometric/ DSST Credit by Exam Program
redLantern
RightNow Technologies
Royall & Company
Runner Technologies, Inc.
SCRIP-SAFE, International
Signature Announcements
SmartCatalog
SpanTran Educational Service
SunGard Higher Education
Three Rivers Systems, Inc.
University of Cambridge International Examinations
UNIT4 Business Software
University of Maryland – University College
Westbrook Technologies
World Education Services, Inc.
Xap Corporation
Zinch

The following companies are scheduled to present at the Annual Meeting:

Presidium
ETS
Leepfrog Technologies
Runner Technologies
CollegeSource
CollegeNET
Marine Corps
Campus Management Corporation
SunGard Higher Education
Perceptive Software
Smart Catalog
Knewton
Jolesch Photography

Datatel

Annual Meeting 2012

Philadelphia

AACRAO's 98th Annual Meeting is scheduled for April 1-4, 2012 at the Pennsylvania Convention Center in Philadelphia. The theme for the meeting is "Investing in the Future of Higher Education." A sidebar that is going to be included throughout the marketing is a Benjamin Franklin quotation: "An investment in knowledge always pays the best interest."

We are currently working on a design concept for 2012. The 2012 Call for Proposals is scheduled to open on February 18 with an email blast to the membership and past meeting attendees.

MEMBER SERVICES

Member Maintenance

2010-2011 Membership Cards

Golden Key International Honour Society sponsored the membership cards for a fourth consecutive year for \$11,000. In an effort to increase individual members from member institutions, information on additional memberships was included with the card mailing, sent in October, resulting in eleven additional members so far.

Membership Renewal 2010-2011

For a second consecutive year, there has been no dues increase because of the current economic climate and institutional budgets. As of December 31, we are behind by \$1,700 compared to last year – this represents a 0.08% loss to date from last year. Last year (2009-2010) ended with a 3.7% loss from the previous year: \$90,078. This was our first loss in membership dues after a nine year growth trend.

Annual Comparison - Dues

The table below contains an annual comparison of dues collected.

	Membership Dues
2010-2011	\$2,259,375 (Dec. 31)
2009-2010	\$2,325,357
2008-2009	\$2,415,435
2007-2008	\$2,322,132
2006-2007	\$2,253,434
2005-2006	\$2,096,724

Annual Comparison - Institutional Membership Renewal Numbers

	Renew	New	Dropped/	Total

			Unpaid	
2010-2011	2,404 (92%)	124 (5%)	203 (8%)	2,528
2009-2010	2,464 (92%)	143 (5%)	222 (9%)	2,607
2008-2009	2,537 (96%)	151 (6%)	114 (4%)	2,688
2007-2008	2,506 (96%)	145 (6%)	99 (4%)	2,651
2006-2007	2,461 (97%)	144 (6%)	81 (3%)	2,605
2005-2006	2,385 (95%)	157 (6%)	130 (5%)	2,542

**** Does not include Organizational or Individual Members**

Awards

The call for awards nominations lasted from September to December 15, 2010, with twice-weekly advertisements in *MemberLink* and *Transcript*. The list of award recipients was finalized on January 13, 2011 and will be recognized at the Opening General Session at the Annual Meeting in Seattle. As in years past, SunGard Higher Education will sponsor the APEX award and Jostens will sponsor all other plaques and certificates.

AACRAO Committees

In preparation for the February Board meeting, the current and upcoming committee lists were sent to the Board for their review and consideration regarding committee members' terms that should be extended into next year. The Board will notify us of any updates before the first week in February, when end-of-term letters will be emailed to exiting committee members. The 2011-2012 list will be finalized to best communicate Annual Meeting events to committee members.

Retention and Recruitment

Recruitment Campaign to Past Members

Each year, we update past members' contact information and send renewal information to dropped members from the past eight years. This project has proven to be very successful. In 2009-2010, 60 institutions renewed with \$32,378 in revenue, a 30% increase from the previous year. So far this year, 70 institutions have rejoined, **resulting in \$43,138 in revenue.**

Year	Institutions Inactive	Institutions Rejoining	Total Revenue
2010-2011	504	70	\$43,138
2009-2010	423	60	\$32,378
2008-2009	358	44	\$24,821
2007-2008	352	49	\$29,152
2006-2007	368	35	\$18,750
2005-2006	262	28	\$14,230
2004-2005	296	45	\$24,316

Jobs Online

Jobs Online received a complete overhaul in 2009/2010. A new site was launched to our members via the *Jobs Update* email in February 2010 and included a new Career Center with resources for job-seekers and employers. The *Jobs Update* email is being sent to members every two months and highlights new job postings and articles related to finding and posting jobs. A new section in *MemberLink* was also designed for highlighting new jobs posted within the week.

Looking forward, we plan to display the new Jobs Online more prominently on the front page of the new website and also implement a bulk rate discount of 10% on 10 postings and a non-member pricing level. A content management system (CMS) will be part of the new website and will also be used for Jobs Online.

The following is a summary of the number of jobs posted per month in 2009 and 2010:

Jobs Online - Postings Per Month

	2009	2010
January	36	38
February	23	27
March	43	49
April	37	31
May	25	35
June	33	49
July	33	55
August	34	36
September	37	49
October	32	38
November	28	31
December	31	19
TOTAL	392	457

MEETINGS AND WORKSHOPS

Registrar 101

Seattle

A Registrar 101 Workshop will be held in conjunction with the 2011 AACRAO Annual Meeting in Seattle. The workshop will start on Saturday afternoon, March 12 from 2:00 – 5:00 p.m. It will continue with the rest of the full day workshops on Sunday, March 13.

Strategic Enrollment Management Conference

San Diego

The 2011 SEM Conference will be held in San Diego, California, October 30-November 2, 2011 at the Sheraton San Diego Hotel. The call for proposals will open on February 15, 2011 and will be announced in Memberlink and via an e-mail blast to the membership. We are targeting another increase in attendance for 2011 and plan to return to the Executive Symposium format this year, while continuing the ranking discussion of last year's Forum during the main conference.

Executive Symposium

San Diego

After concluding the inaugural SEM Executive Forum, AACRAO Executive Staff has decided to return to the original format of an Executive Symposium for 2011. Jay Goff, Vice Provost & Dean of Enrollment Management at Missouri University of Science and Technology, will continue to coordinate the programmatic content for the symposium, which is specifically designed for college and university chancellors, presidents, provosts, chief enrollment management officers, and their executive-level team members. The Executive Symposium will again be offered prior to the SEM Conference and we will encourage the senior executives attending the symposium to stay for the entire SEM Conference. There has also been discussion about including the rankings conversation in the symposium program.

Technology Conference

Reno

The 2011 AACRAO Technology Conference Call for Proposals opened on November 19. An email was sent to the membership, our meetings lists, and HEP directory categories. Subsequent emails have been scheduled through the IT Department. The deadline for submissions is February 1, 2011. To date we have received 28 submissions to date which is very encouraging compared to the previous year!

AACRAO will continue to reach out to members and colleagues in higher education to keep the AACRAO Technology Conference relevant for the membership.

- We will continue our partnership with EDUCAUSE and Internet2 on activities related to Identity Management, Security and Privacy. One example of the partnership is that Leroy Rooker and Mark McConahay presented at the annual EDUCAUSE conference along with Ann West from Internet2 on remote identity practices. This topic will also be presented as an AACRAO webinar and will be a session at Tech.
- We will be working directly members of the Information Technology Architects in Academia (ITANA) to provide ITANA Student Records track at the 2011 conference.
- After a successful introductory year, Tech will again offer the "Registrar Forum at Tech - Academic Administration in a Technological world" designed for senior level department leaders who must use technology to accomplish their missions. The format of the Forum this year will be slightly changed and will begin on Saturday evening and run through the end of the breakouts on Sunday (to overlap with the

first half day of the conference). This will enable Forum participants to attend Tech sessions in addition to attending the Forum. In essence, it will be treated like a workshop.

- We have reached out to the Quali Student organization and have a tentative agreement at least two sessions devoted to community source software.
- We plan on dedicating a track to Room Scheduling issues and the use of technology to effectively deal with this critical campus resource. There is no “home” for this subject matter and it seems a good fit for Tech and perhaps provide an incentive for a few vendors.
- We have been active in providing webinars on behalf of the membership on topics primarily associated with the Tech. To date, we have offered a session on Cloud Computing and Security, Student Service and smart phone applications, leveraging institutional monies to improve the quality and quantity of the incoming student class and plan on sessions dealing with remote Identity Proofing and CRM and/or the future of the “digital” transcript.
- As in the past, we plan to offer a REG 101 prior to the start of the conference.
- Plenary speakers are: Brian Voss, CIO of LSU, Barmak Nassirian of AACRAO and tentatively Milton Glick, President of the University of Nevada, Reno.

We are hopeful that a better economy and full program will be recipe for an attendance rebound!

Transfer Conference

2011 AACRAO Transfer Conference

AACRAO’s Transfer Conference, “Academic Mobility: Perspectives on the Future of Transfer,” will take place in New Orleans January 30 – February 1, 2011. Plenary speakers include David Bergeron, Director of Policy and Budget Development for the Office of Postsecondary Education at the United States Department of Education; Lauren Asher, President of the Institute for College Access & Success and Dr. Sandy Shugart, President of Valencia Community College in Orlando, Florida. Registration for the Transfer Conference is approximately 300, including AACRAO staff and corporate comp registrations. CollegeSource is sponsoring the conference for \$30K and the company has committed to sponsoring for next three consecutive years (2012-2015). Marketing was conducted through AACRAO IT, *Memberlink* and *Transcript* newsletters; postings to multiple higher ed websites; banner ads in Inside Higher Ed and a half page ad in the Chronicle of Higher Education. CollegeSource also provided marketing support for the conference through its 16,000 plus contact base. There is currently discussion about moving the Transfer conference to run simultaneously with AACRAO’s Technology conference in 2012.

Registration for the 2011 Transfer Conference in New Orleans is currently pacing about the same registration last year at this same time. Hotel reservations are ahead of last year at this same time. There are currently 283 people registered for the meeting. As of January 17, the hotel pick up is 136% of the total block.

Transfer Conference Attendee Demographics

Below are the self-reported (unverified) data collected through the registration system for attendees currently registered to attend the 2010 AACRAO Transfer

Conference. Percentages are based on the number of attendees reporting in each topic.

Attended 2010 Transfer Conference:		
Yes	38	13.1%
No	252	86.9%

Primary Area of Responsibility		
Academic Advising	19	6.6%
Admissions	98	33.8%
Enrollment Management	22	7.6%
Financial Aid	1	0.3%
Institutional Research	1	0.3%
No response or NA	27	9.3%
Other	65	22.4%
Records and Registration	51	17.6%
Student Affairs	6	2.1%

Full-time Enrollment		
U1000	7	2.4%
1000-2499	31	10.7%
2500-4999	41	14.1%
5000-9999	30	10.3%
10000-19999	59	20.3%
A20000	77	26.6%
No response or NA	45	15.5%

Institution Type		
2-year	31	10.7%
4-year private	85	29.3%
4-year public	117	40.3%
Graduate or Professional	15	5.2%
Other	42	14.5%

Organization Type		
corporate	13	4.5%
educational	257	88.6%
government	4	1.4%
nonprofit	16	5.5%

We have 5 companies exhibiting at the 2011 Transfer Conference. The companies are:

CollegeSource

Smart Catalog
National Student Clearinghouse
Decision Academic
AACRAO International Education Services

Three corporate presentations have been sold to date. The following companies are presenting:

SmartCatalog
CollegeSource
Spantran Educational Services Inc

Corporate Membership

The marketing team is currently in the process of renewing Strategic Agreements for 2011-2012 with SunGard, Datatel, Runner Technologies, Perceptive Software, Digital Architecture, Clearinghouse, and EMASPro to provide them with opportunities to achieve heightened brand visibility at AACRAO's conferences. AACRAO marketing has made significant progress in creating strategic partnerships with companies that realize the critical importance of AACRAO's membership base and their influence on campuses. These partnerships help to meet the association's strategic and sponsorship revenue goals.

The staff is working to renew and recruit corporate memberships (this normally happens when they pay for exhibiting at the annual meeting). Eight additional companies have renewed their 2010-2011 membership:

1. CollegeSource
2. Datatel
3. Avow Systems
4. IDP Education USA
5. Perceptive Software
6. ACT, Inc
7. Worldwide Education Consultant Services
8. Jostens

One new company has joined AACRAO as a corporate partner:

1. Leadership Scholar Program, USMC

AACRAO/Vanderbilt Senior Leadership Institute

AACRAO will convene the second Senior Leadership Institute with Vanderbilt University's Peabody College of Education and Human Development. The institute's intensive professional development program, designed for professionals in academic and enrollment services with a minimum of five years' experience in senior-level positions, will run from

Sunday, June 26, 2011, through Thursday, June 30, 2011. The curriculum focuses on contextualizing academic and enrollment services within their internal and external environments. The 2010 Senior Fellows will reconvene at AACRAO's 2011 annual meeting to share the outcomes of the institutional challenges they confronted after last year's institute.

Webinars

AACRAO will offer the Virtual Annual Meeting webinar package at the 97th Annual Meeting. The Virtual Annual Meeting will include video, audio, and synchronized PowerPoint, which can be viewed online by staff members for a period of six months. In addition, there will be PDF copies of presentations and handout materials available. Prices are \$350 for members, \$450 for nonmembers, and \$199 for meeting attendees.

SunGard Higher Education has agreed to sponsor the Virtual Annual Meeting Webinars for \$15K. AACRAO recently held a joint webinar with Blackboard on Jan 20, delivered by Dr. Jamillah Moore, President of Los Angeles City College on Effective Enrollment and Engagement Campaigns for Student Success. Blackboard sponsored the webinar for \$5k.

On Feb 8, Dr. David Johnson and his colleagues from Indiana University will share their insights and tools for building a quality class and awarding aid. The webinar will provide a model that can be adapted and modified to reflect the needs and goals of other institutions. Marketing for webinars is primarily conducted through AACRAO IT and Memberlink/Transcript e-newsletters.

General Marketing and Outreach

AACRAO recently shipped outreach materials to the following State & Regional meetings:

Carolinas ACRAO, December 5-8, 2010

Virginia ACRAO, December 10, 2010

PUBLICATIONS

General Publications

Our newest title, the *2010 FERPA Quick Guide* was released on November 12, 2010, and sold 246 copies in the first six weeks. This is our fifth book release in 2010; others include *The 2010 International Guide*, *The 2010 FERPA Guide*, *Retention of Records-2010 Update*, and *Sharing the Campus Experience: Hosting Effective Campus Visits*. We have several works in progress that are currently receiving our attention. The committee to update the *Academic Record and Transcript Guide* is now finalizing the chapters, and we estimate the book will be ready for release at the 2011 Annual Meeting. The *SEM in Canada* book is also in progress, with eleven out of fifteen chapters having been delivered and a release date of April 2011. *TCP 2011* is in its beginning update phase, with reporting officers reviewing transfer policies. Its release date is July 2011.

In the last fiscal year, the Publications area generated the second highest revenue (after Membership Dues) and so far this year we are exceeding our budget target and continuing the fiscal trend.

In the marketing arena, publications were made available for sale at the AACRAO Transfer Conference in New Orleans, Jan. 30- Feb 1, 2011, and the **Third Annual Winter Institute on the Evaluation of Undergraduate Transfer Credit, January 24 - 26, 2011 in Washington D.C.** Samples of our publications were displayed at Texas ACRAO, Middle States ACROA and Missouri ACRAO.

GOVERNMENT RELATIONS/COMMUNICATIONS

Government Relations

Regulatory Developments

FERPA

Late last December, the Department of Education resubmitted new proposed FERPA regulations to the Office of Management and Budget for clearance. Based on the informal conversations we've had with other interested parties, we believe the proposed regulations, if they go into effect without significant modifications, would further erode educational privacy rights. AACRAO is working with a broad coalition of privacy groups to communicate our concerns to the Administration and Congress.

Program Integrity

The Department is still working on finalizing the "gainful employment" provisions of its program integrity regulations. The association representing for-profit institutions has, in the meantime, filed a law suit in federal court challenging the legality of the three central features of the regulations that were published last year; i.e., incentive compensation, misrepresentations, and state authorization.

Budget

Just before the President's State of the Union address, the GOP-controlled House passed a non-binding resolution calling for all domestic discretionary programs to be rolled back to their pre-2008 funding levels. The impact of such a rollback on Pell Grants would be a reduction of about \$1,500 in the Pell maximum award, which would bring it down to where it stood in 2002. AACRAO is part of a large coalition of higher education groups that is working to educate the public about the impact of such draconian reductions on students and families.

SEM Source

SEM Source provides members with news and information of interest to enrollment managers. The publication is designed to enhance AACRAO's presence in the field of Strategic Enrollment Management as well as attract new attendees to the annual SEM Conference. Second, bundling the publication with membership enhances the value of joining the association and provides a new member benefit.

SEM Source is published bimonthly, with e-mail blasts sent in February, April, June, August, October, and December.

Recent SEM Source articles include: **Helping Your Students Cross the Finish Line! A Different Kind of Retention Effort: Recruiting Former Seniors**, by Kathi M. Baucom, Associate Provost for Enrollment Management at the University of North Carolina at Charlotte, and Janet D. Daniel, Director of the Office of Adult Students and Evening Services at UNC Charlotte; **Considering Study Abroad an Integral Part of the Enrollment Model**, by Lisa D. Donatelli, Deputy Director/Director of Global Strategies in the Office of International Programs at Georgetown University, and Paula Cogan Myers, Assistant Dean of Students and Director of International Student Services at Bucknell University; **Building an Efficient Organizational Structure for Transfer Students: Embrace It or Not, It Has To Be Done**, by Tiffany Trass, Degree Audit and Transfer Coordinator at the University of Nevada, Las Vegas; and **Social Networking and College Culture**, a review of *Online Social Networking on Campus: Understanding What Matters in Student Culture*, by Lisa Rosenberg.

SEM Source articles have been featured regularly in Memberlink. SEM Source has been advertised in C&U and in AACRAO conference programs, and has been re-circulated in AACRAO consulting marketing.

The SEM Source database includes more than 450 feature articles.

CONSULTING SERVICES

Projects/Contracts

Since October 1, 2010, AACRAO Consulting has signed eleven new project agreements. Five of the eleven projects resulted from previous work with the client.

Through the first quarter of fiscal year 2010-11, revenue is up 64%, with net revenue at \$55,531 compared to \$5,944 last year.

Bob Bontrager is negotiating with officials in Syria to possibly return for additional work, following his consulting visits there in October and December. Possibilities for a mini-SEM Conference and a consulting project also are being explored with representatives from Kazakhstan.

AC consultants will be presenting at the upcoming Annual Meeting in Seattle and will staff a booth in the Exhibit Hall. Senior consultants Susan Gottheil and Clayton Smith are co-editing a "SEM in Canada" book scheduled for publication this Spring.

INTERNATIONAL EDUCATION SERVICES

IES

IES just concluded the Third and best Winter Institute for Transfer of International Credits. Last year there were 14 registrants and revenue of \$7,150; this year we registered 61 participants for a revenue of \$29,675. (One registrant had to cancel, and a second had his

Winter Institute fee credited to attending the Summer Institute for International Admissions).

January continues to show increased requests for foreign education evaluations. We also are receiving increased volume of requests from the National Defense University and a new client, the Inter-American Defense University. After many weeks of working with East Carolina University, we have begun to receive the first of an estimated 150 requests.

The new IES web pages went live in mid-January. Several colleagues have commented that the new site is easy to use and useful for individual and institutional users.