



# **38<sup>th</sup> Annual Business Meeting**

**Monday, December 6, 2011**

**The Park Plaza Hotel**

**Boston, Massachusetts**

## **AGENDA AND REPORTS**

**Please bring this packet of information with you to the  
Annual Business Meeting Lunch**



**Annual Business Meeting  
Boston, Massachusetts  
December 5, 2011**

## **AGENDA**

- Call to Order ..... Gayle Fink
- Approval of Minutes from 2010 Annual Business Meeting ..... Gayle Fink
- Treasurer’s Report ..... George Rezendes
- Awards, Commendations & Member Recognition ..... Gayle Fink
- NEAIR 2008 Strategic Plan Update
- Goal: To provide quality and relevant professional development for NEAIR members.*
- Professional Development Services Committee ..... Steve Thorpe
- Site Selection Committee ..... Steve Thorpe
- Ad Hoc Grants Committee ..... Michael Dooris
- Goal: To be responsive to natural and evolutionary growth as a result of changing demands in postsecondary education.*
- Membership Committee ..... Mary Goodhue Lynch
- Goal: To strengthen the governance structure to ensure that it is effective in supporting the mission of the Association and representative of the membership.*
- Nominations Committee Report of Election Results ..... Heather Kelly
- Goal: To adopt best practices for financial management and long term fiscal health.*
- Ad Hoc Finance Committee ..... Emily Dibble
- Ad Hoc Incorporation Committee..... Heather Kelly
- Goal: To continually provide members quality information and services.*
- Technology Committee ..... Chad May
- Passing of the Gavel ..... Gayle Fink/Steve Thorpe
- New Business ..... Steve Thorpe
- Preview: 2011 NEAIR Annual Conference in Bethesda ..... Mark Palladino/  
Shannon Lichtinger
- 2011 AIR Annual Forum in New Orleans ..... Jennifer Brown
- Adjournment ..... Steve Thorpe

**Officers:**

President	Gayle Fink
President-Elect	Steve Thorpe
Recording Secretary ('08-'11)	Nancy Ludwig
Treasurer ('11-'14)	George Rezendes

**Steering Committee Members:**

Past President	Heather A. Kelly
Program Chair	Nicole Marano
Local Arrangements Chair	Melanie Larson
Technology Chair	Chad May
Member-At-Large ('08-'11)	Ellen Boylan
Member-At-Large ('08-'11)	Michael Dooris
Member-At-Large ('09-'12)	Emily Dibble
Member-At-Large ('09-'12)	Paula Maas
Member-At-Large ('10-'13)	Ann Marie Senior
Member-At-Large ('10-'13)	Mary Goodhue Lynch

**Administrative Coordinator (ex-officio)**

Beth Simpson

**Standing Committees**

**Local Arrangements (Standing Committee)**

<b>Chair</b>	<b>Melanie Larson</b>
Exhibitor Coordinator	Gurvinder Khaneja
AV Coordinator	Chad Muntz
LAC Coordinators:	Elizabeth Avery
	Doris Chow
	Matthew Hendrickson
	Heather Roscoe

**Membership (Standing Committee)**

<b>Chair</b>	<b>Mary Goodhue Lynch</b>
Chair-elect	TBD
Member	Laura Uerling
Past Chair (ex officio)	Paula Maas

**Nominations (Standing Committee)**

<b>Chair</b>	<b>Heather Kelly</b>
Member – 4 YR Private Sector	Jane Kimble
Member	Kelli Armstrong
Member	Rommel Guadalupe
Member	Chad Muntz
Member	Denise Nadasen
Member	C. Ellen Peters

**Prof Development Services (Standing Committee)**

<b>Chair</b>	<b>Steve Thorpe</b>
Member - Program Chair-Elect	Mark Palladino
Member	Ellen Boylan
Member	Michelle Appel
Member	Paula Maas
Member	Linda Mallory

**Program (Standing Committee)**

<b>Chair</b>	<b>Nicole Marano</b>
Associate Program Chair	Chad Muntz
PCW Coordinator	Mark Palladino
Evaluation Coordinator	Laura Uerling
Mentor Coordinator	Mary Goodhue Lynch
Newcomer Coordinator	Paula Maas
Peer Review Coordinator	Mark Eckstein
Poster Session Coord.	Paula Maas
Publications Coordinator	Cristi Carson

**Site Selection (Standing Committee)**

<b>Chair</b>	<b>Steve Thorpe</b>
Member (NEAIR Treasurer)	George Rezendes
Member	Michael Dooris
Member	Tracey Barnes
Member	Jessica Shedd

**Technology (Standing Committee)**

<b>Chair</b>	<b>Chad May</b>
Conf Web Coordinator	Chris Choncek
Member	Dan Nugent
Member (ex officio)	Beth Simpson
Program Chair (ex officio)	Nicole Marano
LAC (ex officio)	Melanie Larson

**Ad Hoc Committees**

**Finance Committee**

**Chair**

Treasurer  
Member  
Member  
Member

**Emily Dibble**

Eleanor Swanson  
Rebecca Brodigan  
Alan Sturtz  
George Rezendes

**Grants Committee**

**Chair**

Chair-Elect  
Member  
Member  
Member  
Past Chair (ex officio)

**Michael Dooris**

Ann Marie Senior  
Cathy Alvord  
Diane Petruccio  
Ingrid Skadberg  
George Rezendes

**Incorporation Committee**

**Chair**

Member  
Member  
Treasurer  
Member  
Member  
Past Treasurer  
Member (ex officio)

**Heather Kelly**

Michael D'Alessandro  
Mitchell Nesler  
George Rezendes  
Jessica Shedd  
Sean Simone  
Eleanor Swanson  
Beth Simpson

## **NEAIR PRESIDENT'S REPORT**

### **December 5, 2011**

It has been a real pleasure and honor to serve as your NEAIR President this past year. However, it is truly the work of the entire NEAIR Leadership Team and the Steering Committee that makes NEAIR such a vibrant organization. I am grateful for having enjoyed the opportunity to work and collaborate with such dedicated individuals. Listed below are the highlights from the past year. More specific details are found in the committee reports.

- Steve Thorpe, President-Elect planned and hosted a successful Professional Development Services (PDS) summer offering.
- Michael Dooris chaired the Grants Committee and NEAIR awarded a number of grants to the membership
- Nicole Marano, Program Chair, and Melanie Larson, Local Arrangements Chair, have guided their respective teams in planning and hosting a conference that promises to be the largest in NEAIR history.
- Heather Kelly chaired the Nominations Committee, and held a successful election.
- Chad May and the Technology Committee continue to expand the functionality of the NEAIR website.
- Steve Thorpe and the Site Selection Committee investigated locations for the 2013 conference and the Steering Committee approved the recommendation.
- Mary Goodhue Lynch and Paula Maas continued enhancing website Membership services.
- The Treasurer transition between Eleanor Swanson and George Rezendes was successful.
- Nancy Ludwig continuously updated NEAIR's Policies and Procedures Manual.
- Eleanor Swanson and George Rezendes worked with auditors to ensure the continuance of sound financial practices in the organization.
- Emily Dibble chaired the Ad Hoc Finance Committee, which made a number of suggestions related to maintaining the financial health of the organization.
- Heather Kelly led the Ad Hoc Incorporation Committee through discussions with legal counsel to bring us to the next point (membership endorsement) in the incorporation process.
- Beth Simpson, Administrative Coordinator, continued her excellent work handling the daily affairs of the organization. NEAIR is fortunate to have such talent and dedication!

NEAIR's Strategic Plan guides the NEAIR Leadership Team and Steering Committee through deliberations and keeps us focused on doing that which is in the best interests of our members. NEAIR is a premier regional institutional research association due to member involvement. I look forward to watching NEAIR continue to provide quality programming and services which address member needs.

Respectfully submitted,

Gayle Fink  
NEAIR President

## **Annual Business Meeting Minutes**

Saratoga Springs, New York

November 15, 2010

### **1. Call to Order (Heather Kelly)**

NEAIR President Heather Kelly called the meeting to order at 1:00 PM.

### **2. Approval of Minutes from 2009 Annual Business Meeting (Heather Kelly)**

A motion to approve the minutes of the 2009 Annual Business Meeting was made, seconded, and approved unanimously.

### **3. Vote on Constitutional Changes (Heather Kelly)**

There were two proposed changes to the Constitution: a) revision of Emeritus membership text, and b) addition of a Dissolution clause. These proposed changes were sent to the membership prior to the conference for review and comment.

Heather Kelly asked the membership if there were any questions or comments regarding the proposed changes to the Emeritus membership text of the NEAIR Constitution. There was no response from the membership; therefore, Kelly made a motion to approve the proposed changes to the Emeritus membership text in the NEAIR Constitution. The motion was seconded and approved unanimously.

Heather Kelly then asked the membership if there were any questions or comments regarding the proposed inclusion of a Dissolution clause to the NEAIR Constitution. There was no response from the membership; therefore, Kelly made a motion to approve the proposed addition of a Dissolution clause to the NEAIR Constitution. The motion was seconded and approved unanimously.

### **4. Treasurer's Report (Eleanor Swanson)**

Eleanor Swanson took the podium to give the Treasurer's report, a copy of which was enclosed in the conference packet. She commented that her term is ending and she thanked the membership for the opportunity to serve the association in this way. Swanson then directed the membership to the formal report inside the business meeting packet. Moving to the report, Swanson noted that NEAIR is in positive fiscal health and finished the year with approximately a \$19,000 surplus. She also noted that the association added \$10,000 to the fund balance. Finally, Swanson commented that the Steering Committee did a lot of work this year to establish and implement policies to bring us in compliance with tax requirements.

## **5. Awards, Commendations & Member Recognition (Heather Kelly)**

Heather Kelly came to the podium to present the awards, commendations and member recognitions. First, Kelly acknowledged the conference team and thanked them for their hard work and for planning such a successful conference. Kelly formally introduced Jackie Andrews, Local Arrangements Chair, and Bruce Szelest, Program Chair. Kelly also acknowledged Beth Simpson, Administrative Coordinator, for her continued contributions to the annual program and to NEAIR in general. Kelly closed by thanking all the members who contributed time and effort to make NEAIR a success.

Kelly then acknowledged all members who received their 5, 10, or 20 year pins. She asked these members to stand and be recognized.

Julie Alig, Best Paper Coordinator, was then introduced and asked to report on the work of her committee. Alig thanked her committee for their work in reviewing the nomination papers and selecting these awards. She then acknowledged the 2009 conference winners. The Best First Paper award was given to Meredith Billings of Tufts University for her paper titled *Every Dollar Matters: Examining Young Alumni Giving Behavior*. The Best IR & Practitioner Report award was given to Marie Wilde of Cedar Crest College for her paper titled *From Smart Car to NASCAR: Assessing Institutional Effectiveness using a KPI Dashboard*.

Returning to the podium, Kelly also acknowledged Michael D'Alessandro for his work in posting the conference proceedings, Frederic Cohen for his work in maintaining the NEAIR listserv, and Annemarie Bartlett for her work in maintaining the conference website.

Finally, Kelly thanked outgoing Steering Committee members Mark Palladino, Allison Walters, Eleanor Swanson, and Mitch Nesler.

Gayle Fink and Mona Levine took the podium to give out the Distinguished Service award. The award this year was given to Michelle Appel. Appel was noted for her service as a past NEAIR president, various Steering Committee roles, and for contributing her time and attention to the association. In addition, Fink noted that Appel had just recently retired from her role as one of the leaders of the IR Newcomers workshop. She has been described as an unsung hero. Appel took the stage and thanked the association for being honored with this award.

## **6. Recognition of Exhibitor Sponsorship of the Conference (Gurvinder Khaneja)**

Gurvinder Khaneja joined the stage to acknowledge the exhibitors. She noted there were 20 vendors for this year's conference and there were four different levels of sponsorship: Platinum, Gold, Silver, and Bronze. On behalf of NEAIR, she thanked the vendors for their sponsorship and support of the conference, and she asked members to be sure to visit vendor booths.

## **7. Standing Committee Reports**

[Formal committee reports were enclosed with the conference packet.]

### **a. Professional Development Services Committee (Gayle Fink)**

Gayle Fink directed members to her committee report in the annual business meeting packet. She indicated that it has been a successful year for the Professional Development Services committee noting that the face-to-face workshop in New Jersey had over 50 participants.

### **b. Site Selection Committee (Gayle Fink)**

Gayle Fink gave a summary of the site selection for the 2012 conference. She noted that her committee worked hard to get a location in or near Washington DC. The committee selected Bethesda, MD for its proximity to DC, for what the site can offer, and for its value. She also noted that we will be close to DC in an election year so it will be very exciting.

### **c. Membership Committee (Allison Walters)**

Allison Walters provided the association with an update on the work of the Membership committee. She noted that we currently have 566 members in NEAIR and that her committee matched 18 mentors with mentees this year. Also, she noted the variety of resources offered to the membership including the new website. She thanked her committee for their time and effort this year.

### **d. Technology Committee (Mark Palladino)**

Mark Palladino highlighted various efforts this committee has undertaken this year. He talked about the new Forum and how the Forum now replaces the association listserv. Palladino thanked Annemarie Bartlett for her work on the membership website and also Eleanor Swanson for her help in this area. Palladino noted that Chris Choncek will be assuming the role of conference website coordinator.

### **e. Nomination Committee Report of Election Results (Mitch Nesler)**

Mitch Nesler took the podium to announce the election results. Nesler thanked those who agreed to run and noted that serving NEAIR is an opportunity that everyone should try. Nesler then announced the newly elected members and officers and asked them to stand to be identified.

Nominating Committee:

Member – Private Sector: Jane Kimball

Member-at-Large: Kelli Armstrong

Member-at-Large: Rommel Guadalupe

Member-at-Large: Chad Muntz

Member-at-Large: Denise Nadasen

Member-at-Large: C. Ellen Peters

Steering Committee Member-at-Large: Mary Goodhue Lynch

Steering Committee Member – Public Sector: Ann Marie Senior

Treasurer: George Rezendes  
President Elect: Steve Thorpe

In closing, Nesler said it has been a pleasure to serve the association.

## **8. Other Committee Reports**

[Formal committee reports were enclosed with the conference packet.]

### **a. Grants Committee (Michael Dooris)**

Mike Dooris came to the podium to address the membership about the Grants program. He noted that there are three types of awards: Ambassador Grants, Conference Grants, and Research Grants. Dooris also commented on the selection process indicating it is carried out via a blind review and that the rubrics were posted on the NEAIR website. He thanked his committee for their work and encouraged all members to consider applying for the NEAIR Grants.

### **b. Finance Committee (Emily Dibble)**

Emily Dibble began by noting that the Finance Committee was an ad hoc committee established in 2009. She indicated that this committee was responsible for recommending policies, procedures, and best practices related to sound financial management. Dibble directed the membership to the committee's full report in the conference packet. Dibble thanked her committee for their work

## **9. Passing of the Gavel (Heather Kelly/Gayle Fink)**

Heather Kelly took the podium and thanked the association for the opportunity to serve as president. She then formally passed the president's gavel and a presidential hat to Gayle Fink, congratulating her on this achievement. Kelly also presented Fink with tokens of the City of Boston, the site of the 2011 Annual Conference, wishing her good luck in her upcoming year.

## **10. Preview: 2011 NEAIR Annual Conference in Boston, MA (Nicole Marano/Chad Muntz/Melanie Larson)**

Gayle Fink introduced the 2011 conference team of Nicole Marano (program chair), Chad Muntz (associate program chair) and Melanie Larson (local arrangements). Marano spoke about the conference in Boston and the theme Leading the Charge for Institutional Renewal. Larson talked about the venue and how Boston was a walking city. She commented that the location provides ease of transport and the opportunity to be in the heart of the city at an exciting time of year. It was also noted that the 2011 conference would precede the annual NEASC conference being held in an adjacent location.

### **11. Preview: 2011 AIR Annual Forum in Toronto (Jim Trainer)**

Jim Trainer invited members to Toronto for the upcoming 2011 AIR Annual Forum. He commented that they have seen an uptick in proposals and he reminded members to be sure they had their passports. Trainer also talked about the AIR elections and encouraged members to be sure to vote. He commented that many NEAIR members have gone on to serve in AIR roles. Finally, Trainer reminded members of the proposed governance changes in AIR and asked for support so we can move toward the new governance model.

### **12. New Business (Gayle Fink)**

Gayle Fink returned to the podium and called for new business items from the membership. No items were brought forward.

### **13. Adjournment (Gayle Fink)**

Gayle Fink declared the meeting adjourned at 1:55 PM.

## **NEAIR TREASURER'S REPORT**

### **December 5, 2011**

NEAIR ended the 2010-2011 fiscal year in a strong fiscal position despite the challenging economic times. The dedication and commitment of NEAIR members along with the tireless efforts of the many NEAIR volunteers is clearly reflected in the balance sheets of the organization. Membership is at an all time high and conference attendance continues to remain strong. For the 2010-2011 fiscal year total income was \$194,704.00 while total expenses were \$171,252.40, resulting in a surplus for the year of \$23,451.60. Although this appears to be a significant surplus it is important that all members keep in mind that NEAIR's long term strategic financial goal is to increase the fund balance to cover a full year's expenses. Currently the fund balance is at \$85,381.16 representing approximately the halfway point for the long term goal of the organization. The fund balance is important to NEAIR as insurance against unexpected events given that it is necessary to make commitments for conferences several years in advance.

The tables associated with the Treasurer's report have been formatted based on the bookkeeping system designed by the certified public accountant that performed the procedures engagement review of NEAIR's books in the spring of 2009. While the new chart of accounts has been mapped back into the old style Treasurer's report to provide comparative data, this narrative refers to the table titled "Income and Expenses" which immediately follows.

Financially, the Conference was a great success thanks to good attendance and the extraordinary efforts of the Conference planners. Conference income was \$152,797.50 compared to \$124,277.60 in expenses. NEAIR's other major source of income, Membership, brought in \$36,340.00. Examining the "net income" line at the bottom of the table it is important to note that Conference and Membership net income has to defray the expenses incurred by the Committees and for Operations. These two latter categories appear in the "net income" line of the report as negative numbers (-\$12,137.45 for Committees and -\$26,720.90 for Operations). Areas of increased costs over the last several years have involved the use of web technology for our registrations and to handle on-line credit card payments (\$11,104.07 last year) as well as accounting costs of \$2000.00. The complexity of the new 990 tax form along with the requirement that a procedures engagement be performed as part of the treasurer's transition has led to the increased accounting fees.

The procedures engagement was completed in July 2011 by Neral & Company, Pa for the purposes of providing the steering committee with an evaluation of the completeness and accuracy of NEAIR's financial records along with reviewing the internal controls that exist for handling cash receipts, cash disbursements and account reconciliations for the past fiscal year. Overall the report provided a very positive evaluation of NEAIR's records and internal controls and is a testament to the outstanding job that Eleanor Swanson has done over the past three years as the NEAIR treasurer. This evaluation also speaks to the complexities that now exist in the treasurer's job given the merchant account reconciliations that are required to be regularly performed. Several recommendations for improving internal controls were made and will need to be considered by the steering committee during the upcoming year. The 990 for FY 2010-2011 was filed in October.

Respectfully submitted,  
George J. Rezendes  
NEAIR Treasurer

## NEAIR Treasurer's Report: Income & Expenses

July 1, 2010 through June 30, 2011

	<u>Committees</u>	<u>Conference</u>	<u>Membership</u>	<u>NEAIR-Operations</u>	<u>PDS Workshops</u>	<u>TOTAL</u>
<b>Income</b>						
Conference	0.00	107,324.00	0.00	0.00	0.00	107,324.00
Conference Workshop	0.00	16,378.50	0.00	0.00	0.00	16,378.50
Exhibitor Sponsorships	0.00	29,095.00	0.00	0.00	0.00	29,095.00
Interest Income	0.00	0.00	0.00	78.89	0.00	78.89
Membership	0.00	0.00	36,340.00	0.00	0.00	36,340.00
Miscellaneous Income	0.00	0.00	0.00	734.11	0.00	734.11
PDS Workshop Income	0.00	0.00	0.00	0.00	4,753.50	4,753.50
<b>Total Income</b>	<b>0.00</b>	<b>152,797.50</b>	<b>36,340.00</b>	<b>813.00</b>	<b>4,753.50</b>	<b>194,704.00</b>
<b>Expense</b>						
Accounting	0.00	0.00	0.00	2,000.00	0.00	2,000.00
Administrative Coordinator	0.00	8,960.00	0.00	13,440.00	0.00	22,400.00
AudioVisual Expense	0.00	21,128.97	0.00	0.00	0.00	21,128.97
Awards & Gifts	775.70	1,257.22	0.00	0.00	0.00	2,032.92
Conference Workshops	0.00	215.18	0.00	0.00	0.00	215.18
Food	2,559.14	61,124.56	0.00	0.00	0.00	63,683.70
Grant Program	0.00	150.00	3,400.00	0.00	0.00	3,550.00
Honorarium	0.00	5,750.00	0.00	0.00	750.00	6,500.00
Hotel/Site Costs	2,270.12	7,394.06	0.00	0.00	0.00	9,664.18
Insurance	0.00	0.00	0.00	530.58	0.00	530.58
Meals and Travel	6,316.41	6,606.27	0.00	0.00	1,376.27	14,298.95
Merchant acct/credit card fees	0.00	0.00	0.00	4,496.07	0.00	4,496.07
Miscellaneous Expense	0.00	0.00	0.00	12.00	0.00	12.00
Office Supplies	0.00	0.00	0.00	282.20	0.00	282.20
PDS Workshops	0.00	0.00	0.00	0.00	49.83	49.83
Postage	0.00	722.47	47.30	102.15	0.00	871.92
Printing	0.00	5,557.18	0.00	0.00	0.00	5,557.18
Supplies	0.00	4,682.44	1,680.80	0.00	0.00	6,363.24
Telephone	216.08	714.08	0.00	62.15	0.00	992.31
Web Site	0.00	15.17	0.00	6,608.00	0.00	6,623.17
<b>Total Expense</b>	<b>12,137.45</b>	<b>124,277.60</b>	<b>5,128.10</b>	<b>27,533.15</b>	<b>2,176.10</b>	<b>171,252.40</b>
<b>Net Income</b>	<b>-12,137.45</b>	<b>28,519.90</b>	<b>31,211.90</b>	<b>-26,720.15</b>	<b>2,577.40</b>	<b>23,451.60</b>

Assets as of June 30, 2010: \$68,895.58 in Chase Bank, \$85,381.16 in Fund Balance account, Total= \$154,276.74.

NEAIR Treasurer's Report  
2002-03 through 2010-11

As of June 30 2011	Annapolis	Newport	Portsmouth	Saratoga	Philadelphia	New Brunswick	Providence	Baltimore	Saratoga Springs
	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
<b>MEMBERSHIP</b>	402	445	442	492	472	458	512	541	621
<b>CONFERENCE ATTENDEES</b>	277 (F:109)	270 (F:85)	269 (F:85)	298 (F:77)	309 (F:82)	293 (F:81)	341 (F:81)	313 (F:81)	300 (F: 74)
<b>Beginning Balance (as of July 1)</b>	<b>\$63,677.27</b>	<b>\$75,837.75</b>	<b>\$58,218.73</b>	<b>\$67,939.12</b>	<b>\$78,684.88</b>	<b>\$91,742.32</b>	<b>\$105,485.69</b>	<b>\$111,935.53</b>	<b>\$130,825.14</b>
<b>Income</b>									
Conference	\$66,625.00	\$65,521.00	\$87,729.36	\$101,054.39	\$116,761.80	\$114,433.26	\$136,407.00	\$128,882.00	\$136,419.00
Conference Sales				\$5.00					
Conference Workshops	\$15,680.00	\$13,442.00	\$14,443.50	\$12,715.00	\$16,865.00	\$16,760.00	\$19,420.00	\$18,403.00	\$16,378.50
Memberships	\$20,400.00	\$21,150.00	\$27,840.00	\$30,420.00	\$28,720.00	\$26,997.25	\$30,882.00	\$32,701.00	\$36,340.00
Drive-In Workshops		\$3,540.00	\$4,075.00	\$3,395.00	\$8,925.00	\$2,900.00	\$8,180.00	\$7,382.50	\$4,753.50
Other Income (Taxes, Royalties, etc.)	\$80.50	\$470.73	\$179.50	\$151.00			\$0.03		\$734.11
Interest	\$408.47	\$163.51	\$940.34	\$2,475.44	\$3,851.63	\$1,862.44	\$184.83	\$69.10	\$78.89
<b>Total Income</b>	<b>\$103,193.97</b>	<b>\$104,287.24</b>	<b>\$135,207.70</b>	<b>\$150,215.83</b>	<b>\$175,123.43</b>	<b>\$162,952.95</b>	<b>\$195,073.86</b>	<b>\$187,437.60</b>	<b>\$194,704.00</b>
<b>Expenses</b>									
Ad Hoc Committees				\$3,680.68	\$3,772.64	\$505.90	\$87.12	\$1,080.74	
Administrative Coordinator		\$17,000.00	\$22,875.00	\$10,625.00	\$11,280.00	\$11,760.00	\$16,660.00	\$8,260.00	\$13,440.00
Conference	\$54,476.49	\$72,201.81	\$75,917.55	\$88,510.57	\$113,586.32	\$107,158.30	\$129,964.06	\$114,140.39	\$120,312.42
Conference Site Selection				\$76.05	\$2,592.21	\$1,525.88	\$17.20		
Conference Workshops	\$6,720.13	\$4,400.85	\$7,250.87	\$5,797.07	\$5,172.05	\$7,308.25	\$7,810.94	\$4,515.61	\$3,965.18
Anniversary							\$4,803.14		
Future Conference Planning	\$2,113.47	\$2,493.26	\$4,898.07	\$8,850.91	\$7,188.41	\$9,057.38	\$4,593.20	\$5,444.29	
Membership Secretary, Operations	\$11,071.24	\$730.09							
Insurance		\$672.00	\$676.00	\$799.00	\$607.00	\$622.00	\$590.90	\$714.47	\$530.58
President									
Promotional Items						\$55.00	\$50.00		
Operating Expenses		\$2,829.21	\$2,564.77	\$4,049.51	\$1,046.32	\$416.49	\$436.14	\$1,778.29	\$3,178.38
PDS Committee				\$94.65		\$51.10			
Steering Committee	\$16,110.63	\$14,037.61	\$5,855.87	\$9,185.29	\$9,782.66	\$9,695.97	\$12,200.35	\$10,012.04	\$11,145.67
Other Expenses (Taxes, Royalties, etc.)	\$470.00	\$175.00	\$256.25	\$670.00	\$235.00	\$175.00	\$3,150.00	\$4,219.30	\$2,000.00
Web Design/ Hosting	\$385.00	\$525.05			\$300.00	\$247.50		\$3,745.00	\$6,608.00
Grants	\$800.00	\$2,885.00	\$1,840.71	\$4,094.82	\$1,830.63	\$1,625.45	\$2,246.88	\$3,387.01	\$3,400.00
Drive-In Workshops	\$0.00	\$3,956.38	\$3,352.22	\$2,906.52	\$4,672.75	\$3,505.36	\$3,034.49	\$4,254.46	\$2,176.10
Uncategorized Expenses				\$130.00					
Merchant account/credit card fees							\$3,965.61	\$6,996.39	\$4,496.07
<b>Total Expenses</b>	<b>\$92,146.96</b>	<b>\$121,906.26</b>	<b>\$125,487.31</b>	<b>\$139,470.07</b>	<b>\$162,065.99</b>	<b>\$153,709.58</b>	<b>\$189,610.03</b>	<b>\$168,547.99</b>	<b>\$171,252.40</b>
<b>Surplus/(Deficit)</b>	<b>\$11,047.01</b>	<b>(\$17,619.02)</b>	<b>\$9,720.39</b>	<b>\$10,745.76</b>	<b>\$13,057.44</b>	<b>\$9,243.37</b>	<b>\$5,463.83</b>	<b>\$18,889.61</b>	<b>\$23,451.60</b>
<b>C.P.A. journal entry for corrections</b>							<b>\$986.01</b>		
<b>Fund Balance (Goal: Annual Conference Gross Revenues)</b>					<b>\$66,813.40</b>	<b>\$65,596.63</b>	<b>\$66,249.50</b>	<b>\$85,302.07</b>	<b>\$85,381.16</b>
<b>Ending Balance</b>	<b>\$75,837.75</b>	<b>\$58,218.73</b>	<b>\$67,939.12</b>	<b>\$78,684.88</b>	<b>\$24,928.92</b>	<b>\$35,389.06</b>	<b>\$45,686.03</b>	<b>\$45,523.07</b>	<b>\$68,895.58</b>

In 2009 an accountant corrected problems that occurred when NEAIR transitioned from Quicken to QuickBooks accounting software. The corrections resulted in a change in the opening balance. No attempt has been made to correct the beginning balance on this table before 2008-9, but the opening balance for 2008-9 of \$105,485.69 is \$4500 higher than would be expected by totalling the fund balance and ending balance of the previous year. At the bottom of the table is a line "CPA journal entry for corrections". The accountant made a journal entry to write off checks NEAIR wrote that had never been cashed and a few minor mistakes in data entry. NEAIR transitioned to a new chart of accounts during the 2009-2010 fiscal year and thus this comparison represents a mapping between the two different systems beginning with the 2009-2010 fiscal year.

Respectively submitted, George J. Rezendes, Treasurer 12/5/2011

**PROFESSIONAL DEVELOPMENT SERVICES (PDS) COMMITTEE**  
**Annual Report – December 5, 2011**

2011 Activity Summary

The PDS Committee conducted a survey of membership in June 2011 to identify potential topics for the 2011 Summer Drive In workshops. Based on the responses received (n=80), four topics were selected. On July 25, 2011, the PDS summer 2011 Drive In Workshop was hosted by Philadelphia University. The topics and attendees are listed below:

Session	Presenter	Attendees
Introduction to Survey Research	Linda Mallory US Military Academy	12
Basic Regression for IR	Mary Ann Coughlin Springfield College	16
Role of IR in Strategic Planning	Jim Trainer Villanova University	14
Designing Web Site for HEOA Compliance	Ellen Boylan, Charlotte Woodward Marywood University	13

2011 Fiscal Information

The revenue received for the workshops was \$4,655 and the expenses totaled \$2,597, resulting in net revenue of \$2,058.

NEAIR Strategic Plan Goals and Strategies:

Goal: To provide quality and relevant professional development for NEAIR members.

Strategy: Offer a broad range of professional development opportunities for institutional researchers at all stages of their careers.

Respectfully Submitted,  
Steve Thorpe, Chair  
Michelle Appel  
Linda Mallory  
Paula Maas  
Mark Palladino

## **SITE SELECTION COMMITTEE Annual Report – December 5, 2011**

### 2011 Activity Summary

The Site Selection Committee considered two venues for the 2013 conference – Providence and Newport, RI. NEAIR was last in Providence in 2008, and 2003 for Newport.

A sub-committee of Tracy Barnes, George Rezendes, and Beth Simpson visited both the Providence Westin and the Newport Marriott on June 7, 2011. Upon review, the sub-committee determined that each property would meet NEAIR conference space/facilities.

### Hotel Recommendation

After consideration of the two properties, the Site Selection Committee recommended to the Steering Committee the **Newport Marriott** for the 2013 NEAIR annual conference, for the following reasons:

#### Room & Meeting Spaces

- The hotel provides an ambiance conducive for networking with sofa sections through hotel and a beautiful Atrium that we can access Sunday through Tuesday
- All hotel space – ballrooms/breakout sessions will be reserved for NEAIR
- AV pricing guaranteed for year 2013
- Atrium would be exhibitor space with café tables and some rounds set for breakfast and reception events
- Electronic signage in lobby and key areas

#### Amenities

- The hotel is newly decorated – it is very bright and sunny with excellent lighting and new heating/cooling systems in rooms. A review of hotel evaluations from the last conference revealed complaints about room HVAC, so this issue has been addressed
- Updated fitness center with sauna, racquet ball, mineral/saline pool and hot tub.
- Spa with massage
- 90 restaurants within walking or short drive distance
- Menu – excellent menu and the chef will work with us to add or switch out things we need
- Lighting and carpeting in all breakout rooms new – very bright and attractive

#### Travel

- Easy, inexpensive flight to TF Green airport.
- Adequate, inexpensive shuttle ride provided directly to hotel

#### Room Pricing/Amenities

- The hotel costs for guests are less expensive than Westin - \$159/guest room; complimentary parking; complimentary internet. Complimentary internet will also be available for offsite guests

#### Hotel Staff

- Staff has been there for years – very friendly, work well with each other
- Concierge – won gold standard for concierges – has been there a long time, very knowledgeable and helpful

#### Conference Meeting Dates

The conference meeting dates reserved at the Newport Marriott are November 8 – 13, 2013.

#### Approval by Steering Committee

The Site Selection Committee recommendation was approved by the Steering Committee on Wednesday, June 22, 2011.

#### NEAIR Strategic Plan Goals and Strategies:

Goal: To provide quality and relevant professional development for NEAIR members.

Strategy: Offer a broad range of professional development opportunities for institutional researchers at all stages of their careers.

Respectfully Submitted,  
Steve Thorpe, Chair  
Tracey Barnes  
Mike Dooris  
George Rezendes  
Jessica Shedd  
Beth Simpson

**AD HOC GRANTS COMMITTEE**  
**Annual Report – December 5, 2011**

The Grants Committee is comprised of three members from the membership at large who participate for a three-year period along with two NEAIR Steering Committee members. NEAIR offers three primary types of grant opportunities. Ambassador Grants (up to \$800) and Conference Grants (up to \$800) are awarded in the spring, and Research Grants (up to \$1,000) are awarded in the fall.

NEAIR follows a blind review process for all three grant types. Initially, the administrative coordinator and the immediate past-chair review the proposals for completeness and conformity with proposal requirements, before forwarding the proposals with ID numbers in place of personal identifiers. The committee then evaluates proposals using criteria published on the NEAIR website.

In 2011, two **Ambassador Grant** proposals were reviewed and one was awarded, in the amount of \$800 to Becky Brodigan of Bowdoin College, to support her attendance at the 2012 NASPA - Student Affairs Professionals in Higher Education annual meeting in Phoenix, Arizona. Three **Conference Grants** proposals were reviewed and two were awarded in the amount of \$800 each, to Douglas Nutter of Bowie State University and to Stacey Kadish of Quinsigamond Community College, to support their attendance at the 2011 NEAIR Annual Conference in Boston.

**Research Grants** provide funds for NEAIR members to conduct research of interest to the NEAIRE membership. In 2011, three proposals were reviewed and one was awarded, in the amount of \$1,000, to Kimberly Puhala of Quincy College. The title of her project, which she plans to share at the 2012 annual NEAIR meeting in Bethesda, is “Creating a Culture of Assessment: Can a Marketing Campaign Increase Response Rates to Online Course Evaluations?”

The chair thanks the committee members as well as Beth Simpson and George Rezendes for their fine work. Respectfully submitted:

NEAIR Grants Committee:

Michael Dooris, Chair  
Chair-Elect, Ann Marie Senior  
Member, Cathy Alvord  
Member, Diane Petruccio  
Member, Ingrid Skadberg  
Past Chair (ex officio) George Rezendes

## **MEMBERSHIP COMMITTEE**

### **Annual Report – December 5, 2011**

#### 2011 Activity Summary

The Membership Committee continued its work administering NEAIR's Mentor Program. During 2010-11 a total of 18 mentor/mentee matches were made. As part of the Boston conference registration (as of November 14, 2011) there were 36 requests for mentors and 35 volunteers to be mentors. Like last year, the Mentor Program and Newcomer Reception was scheduled for Sunday, just prior to the plenary session. NEAIR leadership, all mentor/mentee pairs and newcomers to NEAIR were invited to attend the reception.

The changes to the constitution and policy for emeritus membership status which were approved last year were in effect this year. The revised policy and forms are available on the NEAIR website under the "Membership" heading, and were used by the membership and steering committees for this year's awardees.

All pages, and links to other pages therein, under the *Membership* heading on the website were reviewed, and updates will be completed shortly after the conference.

#### 2011 Fiscal Information

The membership committee did not make purchases this year – "Welcome Packets" for those new to NEAIR were comprised of items on hand (pens, pads, highlighters, and mouse pads). The committee will be asking an allocation for next fiscal year to replenish supplies.

#### NEAIR Strategic Plan Goals and Strategies - Member Services

Goal: To continually provide members quality information and services.

Strategy: Increase level of appropriate technology used by NEAIR to deliver information and services to membership.

##### 2009-2011 Activity Summary

With the move to YourMembership.com membership software over the 2009-10 year, NEAIR is now using the technology to: 1) make an "Experts Database" available to our members (within the group "Members" search a key word and get a list of members who have expertise in that area); 2) provide an archived and searchable listsev; 3) encourage networking between our members (member profiles – with photos, use of community groups); 4) provide convenient online employment posting and searching.

Strategy: Define, clearly, the difference between "Newcomer to NEAIR" and "New to IR" in order to provide appropriate services while advocating and promoting the field of institutional research.

##### 2009-2011 Activity Summary

When using the membership profile to sign up for membership, the user has the option to self-identify as either "New to NEAIR," "New to IR" or both.

This information has been used for the past two years to appropriately target communications when reaching out to new members.

Strategy: Strengthen relationship with affiliated groups.

2009-2011 Activity Summary

NEAIR continues to collaborate with AIR, offering the IPEDS preconference workshop *IPEDS Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness* at both the 2010 and 2011 conferences. The steering committee encourages liaisons with state and other affiliated groups to keep those groups apprised of conference and professional development opportunities through NEAIR. NEASC and NEAIR collaborated to offer a post-conference workshop immediately following this annual conference - *IR and Accreditation: Leveraging for Sustainable Assessment*.

Respectfully Submitted,  
Mary Goodhue Lynch, Chair  
Paula Maas

**NOMINATIONS COMMITTEE**  
**Annual Report – December 5, 2011**

*Leadership & Governance*

Goal: To strengthen the governance structure to ensure that it is effective in supporting the mission of the Association and representative of the membership.

Per the NEAIR constitution, the Nominating Committee's work includes the solicitation of nominees for elected leadership positions, selection of candidates for the ballot, overseeing the election process, and notifying members of the election results.

The secure NEAIR member website was used for the nomination and election process. A Call for Nominations for the elected leadership positions was sent to the membership over the summer. Forty members were nominated for one or more of the positions to be filled through the Call for Nominations. The Committee selected two candidates each for President-Elect, Recording Secretary, Steering Committee Member-at-Large, Steering Committee Member – Private Sector, and Nominations Committee Member – Community College Sector. Ten candidates were selected for the Nominations Committee Members-at-Large. The online election was conducted with the assistance of Beth Simpson, Administrative Coordinator. The Call for Elections opened on Monday, August 29th and closed on Monday, September 19th with 165 of the 615 NEAIR members voting (27% participation rate).

The successful candidates are as follows:

<b>President-Elect:</b>	Cathy Alvord
<b>Recording Secretary:</b>	Allison Walters
<b>Steering Committee Member-at-Large:</b>	Maren Hess
<b>Steering Committee Member – Private Sector:</b>	Laura Uerling
<b>Nominations Committee – Community College Sector:</b>	Gurvinder Khaneja
<b>Nominations Committee Members-At-Large:</b>	Michelle Appel
	Becky Brodigan
	Elizabeth Clune-Kneuer
	Cherry Danielson
	Alexander Yin

The Nominating Committee wishes to thank all those members who played an active role in this year's process, especially those who indicated a willingness to serve NEAIR in an elected leadership position. This process would not be possible without those who self-nominate and those who nominate their NEAIR colleagues. We look forward to continued member involvement and support of NEAIR in the future.

Respectfully submitted,  
Heather Kelly, Chair  
Kelli Armstrong  
Rommel Guadalupe  
Jane Kimble  
Chad Muntz  
Denise Nadasen  
C. Ellen Peters

**ADHOC FINANCE COMMITTEE**  
**Annual Report – December 5, 2011**

2011 Activity Summary

In concert with the Treasurer, the Committee prepared a budget for the 2012 fiscal year. This budget was reviewed, modified and approved by the Steering Committee before the fiscal year began – a first for the Association.

Operational Revenues & Expenses

The cost of operating NEAIR in 2011-2012 is projected to exceed by approximately \$25K the projected revenue from membership fees. Historically, surplus conference revenue has been available to offset operational expenses. That is unlikely to be the case this year. In light of the financial situation on many campuses, the Steering Committee determined to not increase conference registration fees, but did increase membership fees -- it has been eight years since the last increase. The Steering Committee has approved using discretionary funds to help defray the cost of the 2011 Boston Conference. The fund balance will remain protected to ensure that the Association remains financially solvent.

A formal proposal was prepared for changing the status of the Finance Committee from *ad hoc* to a Standing Committee. This proposal includes revisions to the NEAIR Policy Manual, Constitution, and Bylaws.

The Committee transitioned to a new Treasurer. Thanks to Eleanor Swanson for her years of service in this important role.

A professional procedures engagement was conducted by a Certified Public Accountant; tax returns for the 2011 fiscal year were completed and filed.

Per the recommendation of the CPA, Committee members signed Conflict of Interest Statements.

Members of the ad hoc Finance Committee have posted Treasurer's Reports, Finance Committee Reports; Procedures Engagement Reports and Finance Committee Meeting minutes to the Finance *ad hoc* Committee Files section of the NEAIR Your Membership website. Committee members also provided information resources for the IR Resources section of the website. These resources are accessible to all members.

2011 Fiscal Information: NA.

**Goal:** To adopt best practices for financial management and long term fiscal health.

**Strategy:** Implement policies and procedures such that membership fees support the operational expenses for the Association, while net revenue-expenses for annual conferences are utilized to support NEAIR's mission.

## 2009-2011 Activity Summary:

1. There has been no increase in membership fees since 2004. Expenses have increased over the years, and services provided to members, e.g. the NEAIR website, have been expanded. RECOMMENDATION: The Steering Committee should consider increasing membership fees for 2011-2012.

2. RECOMMENDATION: The committee recommended a long-range, multiple-year approach to financial planning, replacing the current practice of budget development on a year to year basis.

**Strategy:** Establish a financial investment policy

3. The committee continues to investigate allocation options for the NEAIR Fund Balance, taking into consideration level of risk, rate of return, and liquidity.

RECOMMENDATION: given the volatility of the national economy, the committee recommended that no immediate action be taken to re-allocate the fund balance from its current, relatively safe investment status in a no-risk, FDIC-insured checking account.

**Strategy:** Appoint an Audit Committee that will annually review the Association's books for a given fiscal year.

4. NEAIR Policies specify a professional review of the books before a new Treasurer takes over every three years. The Policies also specify annual internal reviews for the intervening years. The committee decided not to perform an internal review at the November 2010 meeting.

A professional review by a Certified Public Accountant was conducted in mid-2011 when the tax report was prepared and the new Treasurer took over.

NEAIR Policies specify that the Audit Committee is appointed by the President.

RECOMMENDATION: The committee recommended having the Audit Committee meet in Summer 2012 and Summer 2013 to perform the internal review, with a professional review in 2014 when the new Treasurer begins work.

RECOMMENDATION: The committee recommended that least one member of the Finance committee be appointed to the Audit Committee, and that a former Treasurer be appointed to the Audit Committee.

Respectfully Submitted,  
Emily Dibble, Chair  
George Rezendes, incoming Treasurer  
Elaine Swanson, outgoing Treasurer  
Becky Brodigan  
Alan Sturtz

**AD HOC INCORPORATION COMMITTEE**  
**Annual Report – December 5, 2011**

*Financial Management*

Goal: To adopt best practices for financial management and long term fiscal health.

The NEAIR leadership team has been engaged in discussions to understand the legal liabilities of individual members who serve in a volunteer capacity, as well as how to legally protect NEAIR. NEAIR approached a sample of lawyers to receive legal advice and guidance. Susan Smith of Smith & Zukin, P.C. was contacted in July 2010 to receive guidance on NEAIR incorporating. Ms. Smith recommended that NEAIR contact William Manning, Co-Office Managing Partner of Saul Ewing, LLP, a law firm in Wilmington, Delaware that works with the University of Delaware. Contact with Mr. Manning began in August 2010. Upon learning about NEAIR's desire to incorporate in order to protect board members via obtaining insurance, Mr. Manning's recommendation was that NEAIR become a limited liability corporation (LLC) in the State of Delaware versus a non-stock non-profit corporation.

A motion was made to have the Ad Hoc Incorporation Committee approach the membership to get authorization to move NEAIR toward becoming a LLC at the March 7, 2011 Steering Committee meeting. The motion was seconded, voted, and approved.

NEAIR members received an email on October 31, 2011 providing background information, as well as frequently asked questions related to NEAIR becoming a LLC. A two-week comment period ending November 14<sup>th</sup> took place before calling a vote allowing members to voice questions and concerns. A motion to become a LLC was made on November 17<sup>th</sup>. The motion in consideration was as follows:

In order to protect the financial assets and insulate the officers and steering committee of the North East Association for Institutional Research (NEAIR), it is proposed that NEAIR initiates the process to become a limited liability corporation (LLC) in the State of Delaware with the assistance of Saul Ewing, LLP in Wilmington, Delaware. The "owners of the [NEAIR] entity" will be the NEAIR Officers: President, President-Elect, Treasurer, and Secretary. In addition, NEAIR will file with the Delaware Secretary of State to protect the name: "North East Association for Institutional Research (NEAIR)".

Do you authorize the NEAIR Officers and Steering Committee to do those things necessary to convert the North East Association for Institutional Research (NEAIR) to a limited liability corporation (LLC)?

Voting was still taking place at the time this report was written. The results will be announced to members via email, as well as a verbal announcement at the Annual Business Meeting.

Respectfully submitted,  
Heather Kelly, Chair  
Michael D'Alessandro  
Mitchell Nesler  
George Rezendes  
Jessica Shedd  
Sean Simone  
Eleanor Swanson  
Beth Simpson, Ex-officio

**TECHNOLOGY COMMITTEE**  
Annual Report – December 5, 2011

2011 Activity Summary

2010 Conference proceedings were published in members only section of the NEAIR website.

The contract renewal (2011-2012) for YourMembership.com (website and event registration vendor) was presented to the Steering Committee in March 2011 and was approved. The Technology Committee continues to explore the functionality within YourMembership (YM). The Administrative Coordinator has used YM for membership and Steering Committee votes/polls throughout this year. In addition, a webpage was created to inform the membership of the organization's intent to become incorporated. NEAIR elections took place via the NEAIR website's survey capabilities. The survey capabilities of the YM website allow NEAIR to administer elections and votes in house.

The Boston conference website and registration process was built and successfully launched. The committee built additional conference pages to support the use of QR codes for smart phones and for the post conference NEASC/NEAIR workshop.

Other changes to the website included increasing functionality and visibility of "Job Postings" so that non-members as well as members may post jobs; creating groups for community colleges and past presidents, migrating old web repository to current website repository, and collaborating with Membership Committee to increase use of NEAIR listserv and other functionality provided through YM.

2011 Fiscal Information

NA – continuation of the YM contract falls under administration.

NEAIR Strategic Plan Goals and Strategies –

Goal: To continually provide members quality information and services.

Strategy: Increase level of appropriate technology used by NEAIR to deliver information and services to the membership.

2009-2011 Activity Summary:

- Discontinuing the AIR hosted NEAIR website (2010)
- Implementing the new NEAIR website and event registration package (2010)
- Purchase appropriate technology for Administrative Coordinator (2010)
- Support website development for specific events including PDS, annual conference, elections, and other votes as necessary (2010-2011)
- Replaced the old listserv using functionality of the new YM system (2010)

Respectfully Submitted,

Chad May, Chair  
Chris Choncek

Dan Nugent  
Beth Simpson (ex officio)

Nicole Marano (ex officio)  
Melanie Larson (ex officio)