

MACRAO

**Missouri Association of Collegiate Registrars
and Admissions Officers**

**Handbook for Board Members
and Committee Chairs**

2011-2012

If you have received a copy of this document, you have been elected or appointed to an officer position for MACRAO.

Congratulations! As a member of the MACRAO leadership team, you have the opportunity to shape the professional work and accomplishments of admissions, records, registration, and enrollment management staff across the state of Missouri.

Our institutions are in the midst of restructuring organizations, reshaping course offerings, redesigning classroom environments, and most importantly...rethinking how we can most effectively educate Missouri's college student population. In many cases, MACRAO members are playing leading roles in this transformation.

To that end, I encourage you to thoroughly review this handbook, as it provides job descriptions and month-by-month timelines for your respective responsibilities. I also encourage you to think beyond the boundaries of this handbook and your outlined responsibilities. If you have ideas that will help our members to more effectively meet their objectives, share these with us.

MACRAO has a long and distinguished history of service to its members and the larger higher education community as a whole. Thank you for your service to the organization and I look forward to our work together!

Debbie Below
MACRAO President 2011-2012

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HISTORY OF THE ASSOCIATION

The Missouri Association of Collegiate Registrars and Admissions Officers (MACRAO), founded in 1936, is a nonprofit, voluntary professional education association of degree-granting post-secondary institutions in the state of Missouri. MACRAO is one of 23 single-state and 7 multi-state regional associations affiliated with the American Association of Collegiate Registrars and Admissions Officers (AACRAO), which has a full-time executive staff and offices in Washington, DC.

The first reference to the actual formation of the Missouri Association came in *College and University* published in 1936-37. The "Historical Review of the Association" published in 1973 by AACRAO lists Missouri personnel as officers of the National Association as early as 1931-32 when Elma Poole of St. Louis served as first vice president.

At the beginning of the National Association, Missouri delegates were primarily college accountants from the University of Missouri. This group (along with other state accountants) decided it would be more advantageous for them to form their own association. The accountants organized their members and the Missouri Association of Collegiate Registrars and Admissions officers had its beginning.

The MACRAO website includes additional history of the organization, such as past presidents and award recipients. Visit <http://www.moacrao.org/About/pastpres.asp> and <http://www.moacrao.org/About/awards.asp>.

BOARD OF DIRECTORS 2011-2012

President

2011-2012 Debbie Below, Asst. V.P. for
Enrollment Management/Dir. of Admissions
Southeast Missouri State University
One University Plaza-MS3550
Cape Girardeau, MO 63701
Phone: (573) 651-2590
Fax: (573) 651-5936
dbelow@semo.edu

President Elect

2011-2012 Debbie Schatz, Assistant Director of
Admissions
Missouri University of Science & Technology
106 Parker Hall
Rolla, MO 65409
Phone: (573) 341-7240
Fax: (573) 341-6271
schatzd@mst.edu

Vice President for Communications

2011-2013 Rebekah McCormack, Student
Records Manager
Ozark Technical Community College
1001 E. Chestnut Expressway
Springfield, MO 65802
Phone:(417)447-8984
mccormar@otc.edu

Treasurer

2011-2013 Tara Deierling, Registrar
William Woods University
One University Avenue
Fulton, MO 65251
Phone: (573) 592-4251
Fax: (573) 592-1158
tara.deierling@williamwoods.edu

Secretary/Historian

2010-2012 David Schoolfield, Dean of Enrollment
Management *Cox College*
1423 N Jefferson Ave.
Springfield, MO 65802 Phone: (417)269-8423
dschool@coxcollege.edu

Past President

2011-2012 Brenda Selman, University Registrar
University of Missouri - Columbia
125 Jesse Hall
Columbia, MO 65211
Phone: (573) 884-9153
Fax: (573) 884-4530
selmanb@missouri.edu

Vice President for Membership

2010-2012 Sue Koopmans, Registrar
Columbia College
1001 Rodgers St.
Columbia, MO 65216
Phone: (573) 875-7668
smkoopmans@ccis.edu

Vice President for Programs and Projects

2011-2012 Lenell Hahn, Associate Director of Admissions
for Operations and Communications
Southeast Missouri State University
One University Plaza
Cape Girardeau, MO 63701
Phone: (573) 986-6012
Fax: (573) 651-5936
lhahn@semo.edu

Vice President Elect for Programs and Projects

2011-2012 Dawn Brixey, Assistant Director Admissions
Office Operations
Missouri State University
901 South National Avenue
Springfield, MO 65897
Phone: (417) 836-5517
dawnbrixey@missouristate.edu

Vice President of Web Services

2010-2012 Rob Hornberger, Registrar
Missouri State University
901 South National Avenue
Springfield, MO 65897
Phone: (417) 836-5520
Fax: (417) 836-8766
robhornberger@missouristate.edu

MACRAO COMMITTEE CHAIRS 2011-2012

Admissions & Enrollment Management

2011-2012 Alan Byrd (chair)
University of Missouri Saint Louis
Phone: (314) 516-6471
byrdak@umsl.edu

Professional Development

2011-2012 Carla Whitney (chair)
University of Missouri - Columbia
Phone: (573) 882-6794
whitneycm@missouri.edu

Programs Committee

2011-2012 Lenell Hahn (chair)
Southeast Missouri State University
Phone: (573) 986-6012
lhahn@semo.edu

Records and Registration

2011-2012 Holly Lincoln (chair)
Jefferson College
Phone: (636) 797-3000 ext. 230
hlincoln@jeffco.edu

2011-2012 Dawn Brixey (chair-elect)

Missouri State University
Phone: (417) 836-5517
dawnbrixey@missouristate.edu

Committee on Technology

2011-2012 Doug Swink (chair)
University of Missouri - Kansas City
Phone: (816) 235-1215
swinkd@umkc.edu

Nominating

2011-2012 Brenda Selman (chair)
University of Missouri - Columbia
Phone: (573) 884-9153
selmanb@missouri.edu

New Member Orientation

2011-2012 Denise Westrem (chair)
Metropolitan Community College- Maple Woods
Phone: (816) 604-3099
denise.westrem@mcckc.edu

POSITION DESCRIPTION: PRESIDENT

Purpose

The President shall assume responsibility for all the general activities of the Association, act as chairperson of the Executive Committee, appoint members to standing and ad hoc committees and preside at the annual meeting. In addition, the President shall attend the American Association of Collegiate Registrars and Admissions Officers Annual Conference.

Term of Office

The President shall be elected for a one-year term of office.

Duties

1. Assume responsibility for all the general activities of the Association.
2. Act as chairperson of the Executive Committee.
3. Appoint members to standing and ad hoc committees.
4. Work with outgoing President to confirm committee chairs have been selected for the next year.
5. Schedule summer meeting with fall conference site.
6. Notify AACRAO of change in Executive Committee.
7. Schedule Board meetings and secure location (winter, summer, fall).
8. Send memos to the Executive Committee members regarding meetings and committee assignments.
9. Oversee Executive Committee meetings and prepare agendas.
10. Send meeting follow-up to Executive Committee members.
11. Attend AACRAO annual conference
12. Attend AACRAO state and regional officers meeting.
13. Confirm rooms with conference site for summer meeting.
14. Schedule rooms, meeting and catering needs with conference site staff for summer meeting.
15. Write letter to membership for newsletters, emails or other forms of communication.
16. Work with conference staff and act as liaison regarding fall meeting.
17. Attend fall conference, work registration table, conduct annual business meeting.
18. Authorize payment of bill for fall conference.
19. Contact AACRAO to schedule a representative at the fall conference.
20. Appoint the Audit Committee, which shall consist of three members at large from the membership.

POSITION DESCRIPTION: PRESIDENT-ELECT

Purpose

The President-Elect shall serve as principal assistant to the President and shall perform such duties as may be assigned by the President.

Term of Office

The President-Elect shall be elected for a one-year term and shall succeed to the Presidency of the Association for the ensuing year.

Duties

1. Serves as principal assistant to the President.
2. Performs such duties as may be assigned by the President.
3. Serves for a one-year term.
4. Succeeds to the Presidency following completion of his/her term.
5. Attend Executive Committee meetings as called by the President.
6. Attend AACRAO annual conference.
7. Attend AACRAO state and regional officers meeting.
8. Writes MACRAO Handbook Welcome prior to MACRAO Annual Conference.

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POSITION DESCRIPTION: VICE PRESIDENT FOR MEMBERSHIP

Purpose

The Vice President for Membership shall be responsible for coordinating the annual membership drive, providing information for the membership database, and preparing and distributing membership acceptance letters and certificates. The Vice President for Membership shall work closely with the President, Treasurer, Secretary/Historian, Vice President of Web Services, Vice President for Communications, and the Committee on New Member Orientation.

Term of Office

The Vice President for Membership shall be elected for a two-year of office, commencing in even numbered years.

Duties

1. Distributes membership renewal forms to all existing MACRAO members as well as to records/registrar and admissions offices at all other postsecondary institutions in the state of Missouri.
2. Collects membership information, which is maintained in the membership database as renewals are returned.
3. Provides this membership information to the Executive Committee.
4. Directs membership fees to online payment system or Treasurer's address.
5. Responds to emails from new members.
6. Provides new member information to New Member Orientation Chair to promote New Member Orientation session.
7. Secure gifts to be given for membership service.

POSITION DESCRIPTION: VICE PRESIDENT FOR PROGRAMS AND PROJECTS

Purpose

The Vice President for Programs and Projects shall be in charge of the program for the annual meeting and be responsible for coordinating the recommendations for program sessions submitted by the Committee on Admissions, the Committee on Records and Registration, the Committee on Professional Development, and the Committee on Technology.

Term of Office

The Vice President for Programs and Projects shall be elected for a one-year term of office.

Duties

1. Assume primary responsibility for the annual fall conference.
2. Attend Executive Committee meetings as called by the President.
3. Meet with the Executive Committee and Committee Chairs to plan the conference sessions and notify the Committee Chairs of the selected conference sessions.
4. Work with the Committee Chairs to obtain the conference session information.
5. Confirm that audiovisual needs for the session presenters and vendors are secured.
6. Coordinate the purchase of the conference attendance and session presenter gifts once selected by the Executive Committee.
7. Direct the creation of the conference registrations database to be used for list of attendees in the conference program.
8. Coordinate the creation of the conference program and nametags.
9. Coordinate the signage for each conference session room indicating what is occurring during each time slot.

POSITION DESCRIPTION: VICE PRESIDENT-ELECT FOR PROGRAMS AND PROJECTS

Purpose

The Vice President-Elect for Programs and Projects shall serve as principal assistant to the Vice President for Programs and Projects and shall perform such duties as may be assigned by the Vice President. The Vice President-Elect shall succeed the Vice President for the ensuing year.

Term of Office

The Vice President-Elect for Programs and Projects shall be elected for a one-year term and shall succeed to the Vice President for Programs and Projects for the ensuing year.

Duties

1. Serves as principal assistant to the Vice President for Programs and Projects.
2. Performs such duties as may be assigned by the Vice President.
3. Serves for a one-year term.
4. Succeeds to the Vice Presidency following completion of his/her term.
5. Attend Executive Committee meetings as called by the President.
6. Coordinates Summer Drive-In Workshops.

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POSITION DESCRIPTION: VICE PRESIDENT FOR COMMUNICATIONS

Purpose

The Vice President for Communications shall be responsible for coordinating the editing, publishing, and/or production of all communications (in any and all media formats) approved by the membership or instructed by the Executive Committee. This shall include, but not be limited to, the newsletter, the annual membership directory, the MACRAO web site and/or homepage, and the MACRAO list serve. The Vice President shall also serve as chair for the Committee on Communications.

Term of Office

The Vice President for Communications shall be elected for a two-year term of office, commencing in odd numbered years.

Duties

1. Attend all Executive Committee meetings as scheduled by the President.
2. Coordinate all activities required for the production of newsletters (be it in paper or electronic form).
3. Submit newsletters for posting on website.
4. Post newsletter on the MACRAO list serve.
5. Revise and/or create written materials as directed by the Executive Committee (i.e. MACRAO Handbook, Constitution and By-Laws).
6. Distribute communications related to membership, the Annual Conference and other workshops via email (both complete membership list and list-serv), regular mail or other forms such as social media.
7. Collate and report results of conference evaluations.
8. Any other duties as assigned by the Executive Committee.

POSITION DESCRIPTION: TREASURER

Purpose

The Treasurer is one of nine members of the MACRAO Executive Committee. The primary purpose of the Treasurer is to help ensure the fiscal integrity of MACRAO by providing oversight of financial activities and ensure the accuracy of all financial records.

Term of Office

The Treasurer shall be elected for a two-year term, commencing in odd numbered years.

Duties

1. Attend annual fall conference and Executive Committee meetings.
2. Prepare copies of treasurer's reports for Executive Committee and membership to present at all meetings.
3. Prepare financial reports for Executive Committee and membership upon request of an officer.
4. Provide all records to the Audit Committee for annual review
5. File MACRAO's federal and state taxes.
6. Submit MACRAO organization to MO Secretary of State
7. Keep accurate record of receipts and expenditures.
8. Keep accurate records of income.
9. Collect and document receipt of annual membership and conference registration fees
10. Pay all financial obligations incurred by MACRAO with MACRAO funds.
11. Any other duties as assigned by the Executive Committee.

POSITION DESCRIPTION: SECRETARY/HISTORIAN

Purpose

The Secretary/Historian is one of nine members of the MACRAO Executive Committee. As Secretary/Historian, the main responsibility is to maintain records and ensure their accuracy. As Secretary/Historian, the elected member shall keep an accurate record of all written materials for the organization, including but not limited to, newsletters, meeting minutes and conference materials. The Secretary/Historian will also update the "History of MACRAO" publication on an annual basis (printing and distribution of the document will be at the discretion of the Executive Committee).

Term of Office

The Secretary/Historian shall be elected for a two-year term of office, commencing in even numbered years.

Duties

1. Attend annual fall conference and Executive Committee meetings.
2. Record attendance and minutes of meetings.
3. Prepare copies of minutes to present to the Executive Committee and membership.
4. Maintain copies of all meeting minutes.
5. Request and maintain copies of all documents produced in the course of MACRAO business.
6. Respond to requests for historical data and/or conduct research as needed in MACRAO archives.
7. Any other duties as assigned by the Executive Committee.

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POSITION DESCRIPTION: Vice President of Web Services

Purpose

The Vice President of Web Services shall be responsible for maintenance of the MACRAO website, (including communication with vendors hired to support the site), be responsible for posting pertinent items from other officers, supporting other forms of social media and for managing database information from the website as needed. The Vice President of Web Services shall work closely with the Vice-President for Communications. The Vice President of Web Services shall be a member of the Committee on Communications.

Term of Office

The Vice President of Web Services shall be elected for a two-year term of office commencing in even numbered years.

Duties

1. Attend all Executive Committee meetings as scheduled by the President.
2. Post newsletters on the MACRAO website.
3. Maintain and update MACRAO home page/web site or any other social media.
4. Maintain and monitor MACRAO list serve.
5. Maintain and monitor MACRAO membership database.
6. Any other duties as assigned by the Executive Committee.

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POSITION DESCRIPTION: COMMITTEE CHAIRPERSON

Purpose

Six standing committees serve the MACRAO Association: Admissions, Committee on Technology, Records and Registration, Professional Development, Communications, and New Member Orientation. Appointment to all committees is by invitation of the MACRAO President or Executive Committee Members.

Term of Office

Chairs shall be appointed for a one-year term of service and will select committee members to serve during their year.

Duties

1. To provide professional enrichment and service to the membership in the respective designated area.
2. To arrange for the presentation of sessions for the annual fall conference.
3. To participate in on-going assignments on behalf of the Association as requested by the Executive Committee.
4. To encourage the development of professional activities applicable to the committee.
5. Primarily responsible for generating session ideas for the annual conference and securing presenters and facilitators for each session.
6. Responsible for communicating to each committee member the responsibilities of the committee, brainstorming session ideas with the committee, submitting ideas to the Executive Committee in person at the summer meeting and confirming with presenters and facilitators for each session prior to the annual conference.
7. The Professional Development Committee shall promote, collect and submit nominations for the professional Development Awards to the Executive Committee.
8. The New Member Orientation Committee shall contact new members attending the annual conference, collect give-aways and follow-up with new member attendees after the conference.
9. Perform other duties related to the professional activities of the committee as assigned by the President.

POSITION DESCRIPTION: PAST PRESIDENT

Purpose

The Past President shall perform advisory functions for the current President on all matters of the Association.

Term of Office

The Past President shall serve a one-year term of office following his/her term as President.

Duties

1. Attend all Executive Committee meetings as scheduled by the President.
2. Conducts a review of the MACRAO Constitution and Bylaws and presents proposed changes to the Executive Committee.
3. Maintains responsibility for appointment members to the nominating committee and initiating communication with this group to discuss and forward names of candidates to the Executive Committee.

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EXECUTIVE COMMITTEE RESOURCES

BUSINESSES/PARTNERSHIPS

Bank

Commerce Bank (President, President Elect and Treasurer have access to account)

Lindsey Tate

500 Business Loop 70 West, Columbia, MO 65203

573-886-5244

Lindsey.tate@commercebank.com

<http://www.commercebank.com/smallbusiness/default.asp>

Conference Hotel

Camden on the Lake

Renee Price

2359 Bittersweet Road

Lake Ozark, MO 65049

Office: 573-964-2065

Fax: 573-964-6753

renee@toadcove.com

Database Development

Blue Molecule Web Services

Dan Zlatic

317-496-2412

dzlatic@gmail.com

Document Archiving

Missouri State Historical Society

Contact:

1020 Lowry Street, Columbia, Missouri 65201

573-882-7083

<http://whmc.umssystem.edu/donor.html#q2>

MACRAO Website- Back End/list-serv management

Larry Linneman, Associate Registrar

University of Missouri – Columbia

Phone: (573) 882-0653

linnemanl@missouri.edu

MACRAO Website- Front End

E-Insights-

1-866-441-8926 (support)

<http://ssl.cyber-world.com>

<https://www.e-insites.com>

<https://www.e-insites.com/support/login.asp>

Username: macrao

Password: moacrao1

Online Registration for Annual Conference and Membership Credentials, Inc.-

Brian Wilson

436 Frontage Rd. Ste 200, Northfield, IL 60093

874-716-300

wilson@credentialssolutions.com

<http://credentialssolutions.com/>

Tax Accountant

H&R Block

Betty Shoe

908 Rain Forest Parkway – Ste. A, Columbia, MO65202

573-442-9100

573-442-9103

betty.shoe@tax.hrblock.com

www.hrblock.com

MACRAO WEBSITE

The MACRAO website, www.moacrao.org, provides all members with useful information. Job postings, previous conference sessions, member, Board and Committee contact information and instructions for the list-serv are accessible to members. Membership and registration for the annual conference are located on the site.

CONSTITUTION, BYLAWS & ARTICLES OF INCORPORATION

The Constitution, Bylaws and Articles of Incorporation reside on the MACRAO website at <http://www.moacrao.org/About/Constitution.asp>.

BUSINESS FORMS AND CONFERENCE DOCUMENTS

The following forms are available in the Executive Committee Documents Archive:

<http://www.moacrao.org/members/DocArchive.asp>

- Logos
- MACRAO Executive Committee and Committee Chair Handbook
- Past Conference Documents
- Volunteer Opportunities
- Expense Report Form
- Presenter Expense Report

MEMBERSHIP INFORMATION

Institutional membership fees are \$100 and entitle your institution to an unlimited number of individual members. The membership term is July 1 through June 30 and the membership fees are due July 1.

MACRAO membership provides an opportunity for you and your institution to contribute to the advancement of higher education in the state of Missouri and to further develop in your profession through:

- Attending the annual conference at a discount rate. Here you will learn about innovations in the areas of enrollment management, admissions and registrar-related responsibilities, as well as network with colleagues throughout the state to learn how others are addressing issues you face every day.
- Presenting at the annual conference – sharing successful programs and practices while expanding your opportunities for professional development.
- Participating in summer drive-in workshops – free to all staff from member institutions. These workshops provide an opportunity for continued networking as well as professional development for your support staff.
- Participating in the MACRAO Listserv – keeps you up-to-date on developments in higher education nationally and within the state; provides a forum for discussion of higher education issues; allows easy access to colleagues for benchmarking and determining best practices.
- Receiving prompt information regarding current Higher Ed job postings in Missouri, and nationwide.
- Enhancing your leadership experience by serving on the Executive Board and Committees.
- Accessing the members-only functions of the website – including viewing and editing your member account (updating address, email, institution, etc.); searching the member database for member contact information; and accessing the MACRAO FAX TRANSCRIPT page.

TYPES OF MEMBERSHIP:

INSTITUTIONAL

All higher education institutions in the state of Missouri that are regionally accredited, or accepted by the MACRAO executive committee, are encouraged to apply for or renew membership every June. The \$100 annual membership fee entitles institutions to an unlimited number of individual members. Each institution should designate a "Primary Contact" who will be responsible for paying the annual institutional membership fee and updating the institution's membership roster. Additional members from member institutions may be added individually at any time by clicking "Join" in the Membership section of the website.

ASSOCIATE

Associate members are those professionals that are not currently members of the Missouri higher education community, but who are welcome to participate in the organization because of their related function or close proximity to the state. All rights and privileges of regular membership are afforded to associate members with the exception of voting and holding office. Vendors and other professionals are encouraged to join as MACRAO associate members.

HONORARY

MACRAO offers an honorary membership to selected long-time professional and associate members who have retired from the registration, admission, and enrollment management professions. Special recognitions and conference rates are offered to honorary members.

For questions about membership, contact the Vice President for Membership.

ANNUAL CONFERENCE

MACRAO conducts an annual two and a half-day conference in the fall of the year, generally starting on the last Sunday of October or the first Sunday of November. More than 100 members from every corner of the state meet to exchange new ideas and receive current information on issues in higher education. MACRAO members typically present sessions and workshops, but many sessions are presented by professionals outside of the organization. Officers for the Board of Directors are elected, committee reports are presented and new business is introduced at the annual meeting and business session.

Conference fees are kept to a minimum to allow the greatest number of participants. Fees cover the entire cost of the conference. The full registration fee must be paid regardless of the number of sessions attended.

Vendors are invited to exhibit products and services that are applicable to admissions, records, registration and related areas. Vendors are encouraged to contact the President-Elect regarding conference dates and fees, which are subject to change annually.

SUMMER DRIVE-IN WORKSHOPS

When possible, MACRAO provides one day workshops during the summer which are available to all staff from member institutions. These workshops provide an opportunity for continued networking as well as professional development for support staff. Topics and location are determined by the Executive Committee.

THE AACRAO CONNECTION

(from http://www.aacrao.org/state_regional/relation.cfm)

One of the fundamental strengths of our profession has been the vitality of strong, active state and regional associations. These associations provide members with many professional development activities and opportunities and generally are instrumental in forging the informal networks that exist throughout the country. State and regional associations are enormously important for AACRAO and its members. AACRAO is committed to collaborating with state and regional associations on all issues of mutual interest. Professional development activities are an area of particular concern that are enhanced as a result of coordination and cooperation between AACRAO and state and regional associations. AACRAO's Vice President for Leadership and Management Development and AACRAO's State and Regional Relations Committee formulate and oversee AACRAO's linkages with state and regional associations.

The primary line of communication between AACRAO and the state and regional associations is through the associations' presidents. Prior to each association's annual meeting the AACRAO Office will send a packet of information for display, which will include the *AACRAO Update, College and University*, publications catalogs, membership brochures, cups, pens, and a handful of new publications that can be given away as door prizes. Presidents will be contacted several weeks before their meeting to determine where and when the material should be sent.

Throughout the year, presidents may be asked to actively participate in AACRAO activities by:

- identifying regional or national issues or problems that may benefit from concentrated attention by AACRAO through the Board of Directors, the AACRAO National Office, or the committee structure.
- responding to questions on policies and procedures posed to the associations by the AACRAO Board of Directors.
- recommending to the AACRAO Nominations and Elections Committee qualified members of their associations who are interested in seeking election to AACRAO's Board of Directors or to the AACRAO Nominations and Election Committee.
- recommending qualified state and regional association members for appointment to AACRAO committees, task forces, or other assignments.
- recommending outstanding state and regional program sessions, workshops, or other professional activities for inclusion in a future AACRAO Annual Meeting, for export to other associations, or for consideration for the AACRAO State/Regional Professional Activity Awards.
- participating in AACRAO government relations efforts.

The relationship between the state and regional association presidents and AACRAO is augmented by the Workshop for State and Regional Association Officers that is scheduled in conjunction with the AACRAO Annual Meeting, by visits to state and regional associations' annual meetings by individual members of AACRAO's Board of Directors or professional staff of the AACRAO National Office, and by the activities of the State and Regional Relations Committee. These and other formal and informal contacts between the officers of all of the associations are intended to enhance communications between AACRAO and the state and regional associations and among the state and regional associations themselves.

The basic goals of AACRAO and of the state and regional associations are the same:

1. to enhance the profession, and
2. to enhance the professional development of the individual members.

The associations and their members are well-served when strong cooperative and communicative links are developed between and among all of the professional associations.