



## AIMHO Annual Conference, 2009

### Executive Committee Report

President:  
Sue Belatti

President-Elect:  
Jeff Bondy

Secretary:  
Julie Love

Treasurer:  
Cindy Anderson

Member-at-Large:  
Brad Shade

Member-At-Large  
(Entry Level):  
Jessica Crombie

Immediate  
Past President:  
Mike Jolly

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## President's Report: Sue Belatti

Since assuming my duties as president at the November 2008 conference, I have worked on the following items with support from the Executive Committee and members of our standing committees:

- ◆ Monthly conference calls with the Executive Committee to discuss AIMHO business and ongoing needs of standing committees.
- ◆ Assignment of Executive Committee members to be liaisons to standing committees to touch base on committee work on a monthly basis.
- ◆ Updated the AIMHO Constitution, Bylaws and Articles of Incorporation to reflect current practices within the organization and recognize new executive committee member position.
- ◆ Assisted in the creation of a State and Provincial Representative position to outreach to colleagues within their states and increase our communication as an association outside of the annual conference.
- ◆ Monthly phone calls in the spring 2008 with presidents and president-elects from all regions within ACUHO-I to discuss the Affiliation Agreement between the regions and ACUHO-I. Discussed and proposed changes to the Affiliation Agreement that supported the work done by the regions and received Executive Committee approval for the document. Attended the annual ACUHO-I conference at which time the Affiliation Agreement was signed by the president and president-elect representing the AIMHO region.
- ◆ Monthly phone calls in the fall 2009 with presidents and president-elects from all regions and the ACUHO-I Regional Representative to discuss topics impacting our various regions such as budgetary issues, Directors & Officers Insurance, not-for-profit status and incorporation paperwork, and executive committee member training.
- ◆ Attended the annual ACUHO-I conference in June as the president of AIMHO along with the president-elect from AIMHO. Participated in a day-long regional president and president-elect meeting with all regional representatives and a luncheon hosted by the ACUHO-I Executive Board for said group.
- ◆ Attended the NWACUHO regional conference in Anchorage, AK as part of the presidential exchange between our region and theirs. Participated in the case study competition as judge.
- ◆ Created an AIMHO Conference Host Committee Manual and AIMHO Bid Proposal document to be used by future Host Committees.
- ◆ Planned and participated in the Summer Business Meeting with the Executive Committee, Host Committee, and Chairs from Standing Committees. Reviewed AIMHO Conference program schedule, reviewed program selection for conference, received updates from standing committee representatives, and reviewed annual budget and made recommendations for new budget including cutting expenditures for a balanced budget.

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## President-Elect: Jeff Bondy

Over the past year I have benefitted greatly as I observed the current President, Sue Belatti. Much of my role has been to pay attention! More specifically, I:

- ◆ Attended the summer planning meeting in Fort Collins
- ◆ Served on the AIMHO Finance Committee
- ◆ Served as the liaison to the Diversity and Social Justice Committee
- ◆ Attended the ACUHO-I meeting in Baltimore, MD
- ◆ Participated in regional President/President-Elect conference calls
- ◆ Participated in monthly Executive Board conference calls

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## Secretary: Julie Love

Main accomplishments for this year include:

- ◆ Active member of the executive committee
- ◆ Documented minutes for all executive committee conference calls
- ◆ Served as the liaison to the Awards and Recognition Committee
- ◆ Responded to inquiries posed to the Secretary through phone, email or website contacts
- ◆ Prepared position files and references materials for transition to next person to serve
- ◆ Populated relevant sections of the wiki with past business meeting minutes, executive committee documents and more

Note: special thanks go to Jeff Bondy for taking minutes at the Summer Meeting. I was unable to travel and therefore only couple participate by phone. His help was so very appreciated!

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## Treasurer: Cindy Anderson

### **Tasks Accomplished During the 2008-09 Association Year:**

1. Creation of Monthly Financial Statements for the Association including:
  - a. Reports reconciled to actual bank cash balance for:
    - i. AIMHO Association Account (Wells Fargo Account)
    - ii. AIMHO Conference Account (Wells Fargo Account)
    - iii. RAppin' Conference Account (Wells Fargo Account)
  - b. Recording of all expenditures and income of the Association for all 5 Wells Fargo Accounts transactions and on-campus conference accounts into QuickBooks Pro by Association "Class" (Committees) and IRS reporting categories.

## Treasurer: Cindy Anderson: Continued

2. (Dec 2008) **Creation and mailing of IRS 1099 Forms** for individuals receiving more than \$600 from the Association during the previous calendar year.
3. (November 2008 for 2007 Return, September 2009 for 2008 Return) **Engaged CPA, Sharman Cawood to complete and submit AIMHO's IRS Form 990**
  - a. Organized all expenditures and receipts of the Association by IRS-dictated categories
4. (Jan – May) Collaborated with the AIMHO President to establish processes for a **Review of the Financial Records, Accounts and Processes of the Association**
  - a. Organized meeting of the Finance Committee following Fiscal Year close
  - b. Sent Association financial records in a digital format prior to the meeting
  - c. Created guidelines for conducting the Financial Review
  - d. Finance Committee will signed affidavits confirming:
    - i. Completion of Financial Review
    - ii. Inspection of documents required as part of our ACUHO-I Affiliation Agreement
  - e. Review by Finance and Executive Committees prior to submission
5. (February – November) Supported the Host Committee **Corporate Partner Sub-Committee**
  - a. Weekly teleconferences (February – July) with Corporate Partner Committee
  - b. Invoicing of committed Corporate Partners via PayPal or QuickBooks as needed
  - c. As of 10/27/09; 22 Corporate Partners have signed letters of commitment with AIMHO representing over \$38,000 in pledged support plus \$2,500 of in-kind contributions.
6. March 2009) **Creation of a Treasurer's Manual for the Association**
  - a. Treasurer's Manual and Attachments for the Manual posted to the Executive Committee page of the AIMHO Wiki: Will be moved to a page accessible by the membership in November
    - i. Attachments include various IRS and Incorporation-related documents and a detailed QuickBooks Quick Use Guide to facilitate the regular functions

## Treasurer: Cindy Anderson: Continued

7. (May 2009) Facilitated Summer Meeting discussion in the creation of a **Draft Budget for FY 2010-11**
    - a. Processed normative brainstorm to inform the creation of a zero-based budget
    - b. Formulated proposed re-design of Institutional Annual Dues Structure
  
  8. (July – November) **Facilitation of annual receipts of the Association**
    - a. Activation of account through PayPal for credit card transactions of the Association
      - i. Tracked and transferred all payments received via the site
    - b. Invoiced Regional Institutions for Annual Dues (July)
    - c. Regular collaboration with the Host Committees for RAppin and AIMHO 2009 for participant registration fees, budget updates and related financial transactions
  
  9. (September) Created **Draft of a Whistleblower Policy** for the Association as required by the IRS
    - a. Executive Committee provided many insightful revisions to the base document during the regular September teleconference
    - b. Policy to be reviewed for adoption at the annual meeting of the Association in November.
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## Senior Member-At-Large: Brad Shade

### Summer Scholarships:

NHTI Scholarships - \$500 (total) set aside for AIMHO members to attend James C. Grimm National Housing Training Institute in Maryland from June 9-13<sup>th</sup>. There were 4 applicants for this award and the region decided to fund all four at a level of \$250 per applicant. The additional \$500 funding was agreed to be found from other budget lines within this fiscal year. Awardees were Torry Brouillard-Bruce, University of Arizona; Brian Hamm, Arizona State University; Njeri Pringle, Arizona State University; Aramis Watson, University of Utah.

### State and Provincial Representatives (SPR's)

Researched and are piloting our version of the SPR. SPR's will act as liaisons with members in their respective state or province, representing the concerns and voice of the association membership. SPR's will work directly with the Senior Member at Large through on-going reports and conference calls. SPR's, after this initial group, will serve 2 year alternating terms. Elections for even years will be Arizona, Colorado, Montana & New Mexico. Elections in odd years will be Idaho, Nevada, Utah, Wyoming & Saskatchewan.

### Fall Conference Scholarships:

Placed scholarship information on the AIMHO website and sent out to listserv allowing members' access to the application and to submit it electronically. Applications are still being received at this time and award selections will be made after October 20<sup>th</sup>. Last year we received 23 applications; so far we have had 20 applications submitted this year.

My thanks to the AIMHO membership and Executive Committee for the opportunity to serve in this capacity.

## Entry Member-At-Large: Jess Crombie

It has been a great pleasure to serve the region since June as the interim Entry Member-at-Large. Since joining the executive board, I have been working on accomplishing the following tasks:

- ◆ Worked on the creation of a New Member Handbook that will be distributed prior to, and during, the conference. This new handbook has been a collaboration between myself, Torry Bruce, and Christina Winings.
  - ◆ Attended the 2009 RA'ppin Conference at the University of Northern Colorado where I presented a couple of programs on career development and witnessed the great work that was accomplished by the RA'ppin committee.
  - ◆ Attended the ACUHO-I Conference in Baltimore where I helped spread the word about AIMHO College.
  - ◆ Served as a liaison between the AIMHO College committee and the Executive Board.
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## Immediate Past-President: Mike Jolly

As Immediate Past President, I have been involved with:

- ◆ Liaison with the Research and Information Committee: this hard working committee worked to obtain the clickers for use at the annual conference and creating, distributing and compiling the data of the annual AIMHO survey.
- ◆ Liaison with the Marketing and Communications committee: this hard working committee worked on the quarterly newsletters and communications pieces throughout the year.
- ◆ I have assisted the executive committee and current President as needed.

It has truly been a pleasure serving the AIMHO region. After a decade of serving on the executive board I have been in great leadership company and have developed many long lasting relationships. Thank you for the opportunity to serve you and the Association.



AIMHO Annual Conference  
Host Committee Report



## Host Committee: Colorado State University

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The following bulleted items will help keep folks updated on what is happening with the upcoming AIMHO conference. Please note that so much is still being worked on and/or waiting for final numbers to be shared at the conference - IE: total number of registrations is the best example.

- ◆ November 6 – 10<sup>th</sup> will be the AIMHO Conference hosted by Colorado State University. The host site will be the Hilton Hotel. Part of Tuesday's activities will be held in the Lory Student Center on the main campus. The lunch and vendor fair in particular will be held at that location.
- ◆ To date (10/16/09), the numbers are promising; we have 129 registrations to date and that number will be growing with vendors and host staff registrations.
- ◆ Corporate partners and companies interested in being involved in the vendor fair is phenomenal this year. Originally we worked on having 26 booths available for sponsors. Currently, we are at 32 booths being laid out in the vendor fair activity.
- ◆ We have 16 committed vendors and donations made to date, totaling over \$31,000 in receipts. Three vendors are still sending checks that will make the total amount pledged to be \$40,000. Currently, six vendors have 10x20 booths which will make a significant impact on the vendor fair presentation.
- ◆ One of the newest vendors – Turning Point - will be donating over 200+ clickers (over \$2500 in value) to the AIMHO conference. This electronic voting system will be a nice addition to the AIMHO conference. These will be used with key note speakers and possibly with other AIMHO sessions beyond the traditional business meeting. They will also have a booth at the vendor fair and they will be bringing support staff to assist with the usage of the clickers, and trouble- shooting any concerns.

With two weeks to go - - the AIMHO conference is coming together and feels to be on track.

If you have any additional questions or if details are needed, please don't hesitate to contact  
Mary Ellen Sinnwell, CSU Host Chair.





## AIMHO Annual Conference

### Diversity and Social Justice Committee Report

#### Diversity and Social Justice: Paul York

##### **MEMBERS:**

Paul York (Chair)  
Colorado College

Hannah Roberts  
University of Arizona

Adam Beaver  
Colorado University, Boulder

Angie Shewan  
University of Utah

Justin Reuter  
University of Utah

Annie Catalano  
Arizona State University

Jessica Murdock  
Montana State University

Gretchen Westbrook  
Northern Arizona University

Shannon Arnett  
Northern Arizona University

R.J. Martinez  
Institute of American Indiana  
Arts

This was a very disorganized year for the Diversity & Social Justice Committee. Throughout the year we lost several members and both of our original chairpersons. At the last conference, this committee set out to achieve some very ambitious goals. Some of these goals were; to explore ideas of cultural etiquette, education on issues affecting transgendered students, look at what comes after accepting diversity, what our region was doing to educate staff on ideas of social justice, and do a needs assessment of our region. We also wanted to look at the committee's mission, how the people within our region want to use the resources this committee can offer, and what our long term plan (5yr) should be.

When there was a change in our leadership, our goals had to be restructured to work within the committee's new reality. However, we were still able to successfully add value to our region.

We were able to continually contribute to the AIMHO *Angle* through the form of a Diversity Topic/Reminder of the Month. There are several regions within ACUHO-I that do something similar to continually provide education to their regional members.

We were also able to send out a survey to the AIMHO listserv requesting information about SafeZone programs on campuses.

Throughout the country, many Residence Life departments run a SafeZone program out of their offices. This program was developed to show students who identify as LGBTQI that they have allies and offices where they could feel safe. It is also a program that shows a community that hate and discrimination is not tolerated. The results of our survey are now posted to the wiki. The results also include information about SafeZone programs in general and a list of programs to look at if there is interest in building a SafeZone program. It was very interesting to see the differences between the programs and how people are trained to be SafeZone allies.

Our wiki page has also been updated and is continuing to be an important portal for this committee to use to distribute information to the region.



## AIMHO Annual Conference

Research and Information Committee Report  
Webmaster Committee Report

### R&I MEMBERS:

Lisa Lampe, Chair  
UC, Boulder

Richard Clark, Chair  
UNLV

ChrisThompson, Co-Chair  
UC, Boulder

Sara Olson  
Northern Arizona University

Shawn Brackett  
UNC

Will Dewese  
UNC

Meredith Larrabee  
University of Utah

Jackie Hale  
Northern Arizona University

Chip Thomas  
Mesa State College

Landa Cason  
Mesa State College

Robert Haight  
Colorado State University,  
Pueblo

Steve Harrison,  
Southern Utah University

### Research and Information: Richard Clark

- ◆ We are currently collecting and putting together a report on the Regional Survey that was sent out in August. We have only received 22 schools so far. The regional survey helps us better understand the differences between our member institutions and allows colleagues to contact one another if they have questions about programs, fees, etc. that are collected via the survey.
- ◆ Our biggest project of the year was securing "clickers" for the fall 2009 AIMHO Conference. Chris Thompson (Co-Chair) has been working with Turning Point Technologies this past summer and early fall. This will allow for real time data regarding membership voting at the business meeting and possibly real time feedback for presenters at the conference.

### Webmaster: Sean Broghammer

- ◆ Assisted the Association to move to a new hosting site for the AIMHO website as the old hosting site went out of business. Have secured the use of the site financially until 2013. Have also secured the use of the AIMHO.org title until 2018.
- ◆ Assisted in posting various applications and forms to the AIMHO website including the Program Proposal form and a variety of scholarships.
- ◆ Oversaw the AIMHO list serve to update member requests throughout the year.
- ◆ Assisted in the development of the AIMHO Website and Wikki Committee to be introduced at this year's conference; will serve as a consultant to the committee throughout the year.





AIMHO Annual Conference  
Programming Committee Report



## Programming: Gardiner Tucker

### MEMBERS:

Rebecca Flintoft, Co-Chair  
Colorado School of Mines

Gardiner Tucker, Co-Chair  
UC, Boulder

Wendy Wallace  
Northern Arizona University

Lori Lander  
UC, Boulder

Teresa Metzger  
Colorado State University

### Committee Membership

The program committee has 19 members representing six states within the region.

### Call for Programs

We had 68 program submissions for the 2009 AIMHO conference. There were 19 different institutions that submitted programs. There are 51 presenters represented in the 68 submissions, 14 of those submitting more than one program. There are 38 confirmed presentations for the conference, including six round table discussions, with presenters from seven states in the region, including Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, and Utah.

Sage Panel: One special session is the Sage Panel, and the following Sages have confirmed: Ginny Racette, Dave McKelfresh, Grant Sherwod, Deb Coffin, Jon Shrade, and Greg Ziebel.

### Mentoring Matters

We have 19 mentors and 16 mentees registered. This number will most likely grow at the conference.

### Keynote Speakers

Kent Chabotar & Jamie Washington – we are working with Chris Thompson to add clicker technology to Jamie's keynote presentation.

### Awards and Certificates

Presenter Gifts - Carbon Offset Credit through Carbonfund.org.

### Budget

To date we have committed approximately \$8,163 of our \$10,000 allotted, or 81.63%. This amount may go up or down depending on what Program sub-committees spend during the conference.



AIMHO Annual Conference  
Awards and Recognition Committee Report



## Awards and Recognition: Wendy Davison

The Awards and Recognition Committee has been productive since our last annual meeting, preparing for the awards banquet at the upcoming conference, updating the committee's Wiki site, and providing regional colleagues with tools to recognize those they work with on a daily basis. The committee consists of 7 members, representing 6 institutions within the region. Elizabeth Kather, Arizona State University, acted as Co-Chair. We lost only one committee member since last November; they have been a productive and engaged group. The committee has had five conference calls where duties were delegated, goals and deadlines were set, and award winners were discussed.

### Awards Preparation:

A call for nominations was sent to the region on September 15, 2009; nominations were due October 16, 2009. The following is a breakdown of the award nominations:

- ◆ Outstanding Undergraduate Student: 13 nominees
  - ◆ Outstanding Graduate Student: 5 nominees
  - ◆ Outstanding New Professional: 9 nominees
  - ◆ Outstanding Mid-Level Professional: 4 nominees
  - ◆ AIMHO Outstanding Service: 4 nominees
  - ◆ Distinguished Service: 7 nominees
- Grand Total: 42 award nominations

The Commitment to Diversity Award was reestablished this year—Paul York created the criteria with his team and reviewed applicants. The Awards and Recognition committee was simply responsible for procuring the plaque.

Greg Ziebell was gracious enough again this year to acquire the President and Sage plaques.

### Programming/Recognition Tools:

Directly following the conference, the committee put together and distributed a sample press kit outlining ways our colleagues could recognize regional nominees or award winners on their home campuses. Since the 2008 conference, the committee has contributed to the March, June, and September AIMHO Angle; distributed recognition tools for Administrative Professional's Day, Student Staff Appreciation Day, National Custodial Worker Day, and Boss's Day; updated the Wiki site to include recognition ideas and thoughts; submitted a program proposal on recognizing employees in the midst of a budget crisis; and worked to market the committee at the regional conference.

Additional committee duties include creating and gathering submissions for the Sage memory book and facilitating the "Hot Topics" program session. A call for Hot Topic presenters went out to the region on October 12, 2009, with proposals due on October 23, 2009.



AIMHO Annual Conference  
Awards and Recognition Committee Report



## Awards and Recognition: Wendy Davison

### Budget:

\$1800 was originally allocated to the Awards and Recognition committee for the 2009 conference; however, in spite of the region's budget situation, the committee cut their budget in half, working with \$900. \$560.00 was allocated to plaques, \$200 to certificates/covers, \$50.00 to a gift certificate for the Past President, and \$50.00 for the Sage Memory Book.

### Awards:

- ◆ Outstanding New Professional
- ◆ Outstanding Undergraduate
- ◆ Outstanding Graduate
- ◆ Outstanding Mid-Level Professional
- ◆ AIMHO Outstanding Service
- ◆ Commitment to Diversity
- ◆ Distinguished Service Award (1 per institution)
- ◆ Hot Topics Winner
- ◆ Outgoing President's Plaque (Greg Ziebell)
- ◆ Sage Plaque (Greg Ziebell)
- ◆ Lyle Morse Outstanding Corporate Partner of the Year
- ◆ Past President
- ◆ Outgoing Executive Board Officers
- ◆ SHO Chairs
- ◆ AIMHO College Chair
- ◆ Program Committee Chair
- ◆ Diversity and Social Justice Committee Chair
- ◆ Awards and Recognition Committee Chair
- ◆ Research and Information Committee Chair
- ◆ Marketing Committee Chair
- ◆ RA'ppin' Host Committee (one plaque for the institution)
- ◆ AIMHO Host Committee (one plaque for the institution)

### **MEMBERS:**

Wendy Davison, Chair  
Northern Arizona University

Elizabeth Kather, Co-Chair  
Arizona State University

Sara Burst  
Colorado College

Jake Kasper  
University of Colorado,  
Boulder

Shar Jennings  
University of Wyoming

Lisa LaPlant  
University of Idaho

Victor Salazar  
Arizona State University

Jackie Hale  
Northern Arizona University



AIMHO Annual Conference  
SHO Committee Report



SHO: Steve Harrison

**MEMBERS:**

Dave Wilcox  
Tropicana Gardens

Whitney Milligan  
Utah State University

Steve Harrison  
Southern Utah  
University

We have been moving forward on the planning of the Senior Housing Officer Institute. A hallmark of the SHO Institute, now in its third year, was to get top notch faculty with diverse experience and expertise in areas critical to the development of new and aspiring senior housing officers. As in its first two iterations, the SHO will have just that type of faculty again as we've once again confirmed our first choice faculty members. The topics and the faculty are as follows:

Assessment:

Dave McKelfresh, Executive Director of Research and Assessment, Colorado State University

Summer Conferences Panel:

- ◆ Jon Schrade, Director of Housing and Student Activities, Western Wyoming Community College
- ◆ Dan Gette, Director of Conference Services, University of Colorado at Boulder
- ◆ Dave Wilcox\*, Executive Director, Tropicana Gardens
- ◆ Whitney Milligan\*, Director of Residence Life, Utah State University
- ◆ Steve Harrison\*, Executive Director of University Housing, Southern Utah University (Moderator)

Strategic Planning:

Deb Coffin, Associate Vice Chancellor and Dean of Students, University of Colorado at Boulder

Authenticity, Leadership & Vocation:

Katrina Rodriguez, Assistant Professor of Education Leadership and Policy, University of Northern Colorado

Budgeting:

Kent Chabotar, President and Professor of Political Science, Guilford College

In a tough economic year, we were charged with trying to minimize our impact on the AIMHO budget. We took that charge very seriously. The health of the association and its most important programs like the annual conference, AIMHO College and SHO Institute depends entirely on careful and farsighted stewardship. With that in mind, we solicited and received a large donation from Southwest Contract, one of the association's strongest and most generous corporate partners, which ensures that the SHO Institute will not have any impact on the AIMHO budget during this fiscal year. We were able to keep the cost of the SHO Institute to \$100 for AIMHO members and for those who apply by the deadline.



AIMHO Annual Conference  
AIMHO College Committee Report



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AIMHO College: Marianna Price

General Overview:

This year we had a successful AIMHO College (AC09) committee and, hopefully, a successful, educational, and fun college experience as well. Our initial planning began last year at the AIMHO conference. We held monthly conference calls beginning in January 2009; reviewed the College evaluations from 2008 and broke into sub-committees. We took the month of August off from conference calls and moved to bi-monthly conference calls in September and October.

Participants:

We had the highest AIMHO College class to date with 30 participants!

Faculty, Curriculum, and Learning Outcomes for each session:

Supervision 1: Ray Gasser, University of Idaho

- ◆ Give and receive honest, constructive feedback as a supervisor
- ◆ Develop an evaluation plan for students being supervised
- ◆ Learn how to balance challenge and support

Supervision 2: Sara Burst, Colorado College

- ◆ Effectively advise Resident Assistants, particularly for younger professionals
- ◆ Differentiate between supervising, advising, and the hybrid "superadvising"
- ◆ Learn how to keep students motivated

Social Justice: Trent Norman, University of Colorado, Boulder

- ◆ Develop and sustain an open and inclusive environment
- ◆ Advocate for marginalized groups in your community
- ◆ Understand/recognize different stages of cultural development
- ◆ Become aware of and address systems of privilege ("isms")

Learning Outcomes: Tim Smith, Arizona State University

- ◆ Develop programs that are purposeful and intentional
- ◆ Maintain student interactions that are purposeful and intentional
- ◆ Identify/assess what learning outcomes exist for one's organization/work

**MEMBERS:**

Liz Zavodsky, Chair  
University of Arizona

Marianne Price, Chair  
University of Northern  
Colorado

Cont'd on page 12.....



AIMHO Annual Conference  
AIMHO College Committee Report



## AIMHO College: Marianna Price

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### Budget: Kent Chabotar, Old Dominion University

- ◆ Learn how to be purposeful/ intentional with a budget
- ◆ Become good stewards of school funds
- ◆ Develop ideas to program during times of budget crisis
- ◆ Learn how to maintain normal functions during budget crisis

This year we did something different in that we worked with Dave Wilcox and Whitney Milligan from the SHO Institute on having a joint session for both the SHO participants and the College participants. On Sunday morning the SHO and College shared breakfast, an icebreaker and a joint session on Budget, presented by Kent Chabotar.

Throughout the entire planning process we remained in contact with the chairs of the SHO which was a benefit. We were able to plan meal times at the same time to cut down on costs and make it easier for the hotel, and we were able to share a speaker and combine our participants, which is a benefit to our new professionals. We also worked together at the beginning of our planning stages on faculty selection because in the past the College and the SHO have asked the same people to serve as faculty. This year we were able to avoid that by working together. I would recommend that this collaboration take place in the future as well.

Having a member of the host committee on our committee has been a huge help since we have room, meal, transportation, and pricing logistics to take care of. If possible I would recommend having that again and if no one from the host committee signs up to be on the college committee work with the host committee to get a liaison.

We were able to stick to our timeline pretty well; however, there were two areas that we had limited control over and we had a few setbacks. One was with our faculty selection. We were not able to solidify a Social Justice speaker until a month out as we had faculty not able to join us. The other area was the hotel. We were waiting on the room prices and meal prices so we could not set our application price until we had that information finalized. It all worked out in the end as it always does and we are grateful for everyone who helped make it all happen.

We would like to thank the executive Board for their support, the SHO Institute for their partnership, the CHO's who allowed and encouraged their new professionals to attend the AIMHO College and Allan & O'Hara for being a partner with the AIMHO College for the past 2 years; I hope this continues. We would also like to thank the faculty who donated their time and expertise by spending a weekend with the AIMHO College and our new professionals. We realize that due to the economic times travel and professional development are being cut; thank you for choosing AIMHO and the college.



AIMHO Annual Conference  
Marketing Committee Report



**Marketing: Barb Remsburg**

Budget

The 2009 Marketing Budget was set at \$1000 as of the start of the fiscal year. At the Summer Business Meeting, in order to cut expenses to match cash, the Marketing committee revised their budget to \$250.

The Marketing Committee had the following focus projects for the year:

Newsletters

Starting right after the AIMHO conference, the committee gathered on a conference call to plan out the assignments for the December 2008 newsletter. The goal in leaving the conference was to re-establish the newsletter as a useful tool to the region. Timelines were established and newsletters hit the stands. Newsletters were delivered via a link/notice to the AIMHO listerv (the actual newsletter was too large to attach to the listerv) and was placed on wikiAIMHO.

Each newsletter had a special focus or theme:

*December 2008*

The focus was on widening the contributions to the newsletter, including an Advising Special Feature and a Facebook —Hot Topic. Pictures and updates from the 2008 annual conference were also included.

*March 2009*

The focus included effects of the economic impact across our region, returning resident sign-up processes across the region, preparing for summer conferences, and position announcements.

*June 2009*

The focus in June was on widening the options in looking at professional development. New Faces & People in New Places were also highlighted.

*September 2009*

The focus questions were on “New Initiatives in the Region” and “Work-Life Balance, Creating a More Balanced Equation.” New Faces & People in New Places also continued.

State Liaison Information Sheet

This document was created to showcase AIMHO as a professional organization to schools who a) are not affiliated (yet) and b) to enforce the decision to schools who are affiliated but may not be taking full advantage of everything AIMHO has to offer. Pat Newman managed this project. See Appendix A.

**MEMBERS:**

Barb Remsburg, Chair  
University of Utah

Christina Bluck  
University of N. Colorado

Pat Newman  
BYU

Tina Deines  
University of Idaho

Amanda Menge-Tebay  
Montana State University

Katie Minick  
Rocky Mountain College

Cory Shapiro  
Arizona State University

Tim Smith  
Arizona State University

Christina Winnings  
CU, Boulder



AIMHO Annual Conference  
Marketing Committee Report



**Marketing: Barb Remsburg**

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Newcomers Handbook

In coordination with the Member-at-Large and the programming committee, the Marketing Committee assisted in the creation of a Newcomers Handbook which was sent out prior to the annual conference as well as provided in print at the conference. This handbook provided background information, pictures of executive board members, and tidbits about the region. Christina Winings assisted in the coordination of this project.

Benchmarking Other Regions Marketing Efforts

The intent of this project was to assess successful marketing efforts utilized by other regions and to evaluate and make recommendations to the Marketing committee. Tim Smith and Cory Shapiro collected this information. See Appendix B and C.

October Committee Report Special Edition

The intent of this project was to compile all committee reports into an electronic document that would be emailed out by the president 10 days prior to the conference so that individuals could review the reports prior to the conference. A printed version would also be available during check-in and during the Business Meeting at the annual AIMHO conference. This compilation of committee reports will allow all attendees to understand the scope of the committee as they consider which committee to become involved in as well as provide the time for review of committee reports prior to the business meeting so that the business meeting time could be used on current business versus reporting. Amanda Menge-Tebay coordinated this project.

AIMHO Website

Each committee liaison will be asking the committee to forward updates to the AIMHO website.





AIMHO Annual Conference  
Marketing Committee Report



## Marketing: Barb Remsburg

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### Regional Review of Outreach and Communication Efforts within ACUHO-I

#### Regions that responded:

MACUHO: Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, West Virginia, England

NEACUHO: Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont, New Brunswick, Newfoundland, Nova Scotia, Ontario, Prince Edward Island, Quebec

SEAHO: Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia

UMR-ACUHO: Wisconsin, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Manitoba

#### MACUHO:

Overall, I think that MACUHO does an okay job with communication to interested parties. We definitely have room for improvement and are looking to make some changes to how much communication (mainly through emails) go out to our members. The Program Committee (which I am a co-chair of) sends out an email each year requesting suggestions for program topics/keynote presenters/etc ... so trying to combine efforts I included a question that asked our members how often they wanted to receive communication- the majority wanted something every month. In our newly updated strategic plan there are some new communication initiatives that will be worked out between myself, my co-chair for Communications/Technology, and the new Secretary (elected at our conference Oct 2009).

Currently we send out our newsletter (or notification that it is posted to our website) three times a year (Fall, Winter, and Spring). The newsletter and the website are our main avenues of communication. This is both good and bad... I think Joe Russo (our communications co-chair for technology) has done an amazing job with the site and I would hope that people feel that the newsletter is full of information as well. Unfortunately our biggest struggle is emailing members. We have a membership directory where we collect email contact info for all members- but some institutions don't update this on a regular basis- so we are often left not reaching ALL members. So thereby I am sure there is a good amount of folks that have never received communication from MACUHO or don't know that the website exists.

We also have created a Google Group for MACUHO to send out quick emails and for folks to post job opportunities or questions that they want feedback about... but not many people belong to this group. We did have a Yahoo Group- but for some reason one day all members were dropped. We also have a Facebook page that the officers use to send out some invitations to the conference, call for awards, etc.



AIMHO Annual Conference  
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## Marketing: Continued

### MACUHO, continued

The Officers of our Executive Board just created a new position within vendor & exhibits where this person will be a direct contact for the corporate partners. We recruit them for our annual conference exhibition and also for advertisement space in our newsletter. This new point person I feel will assist in streamlining communication with the partners so that different committees aren't contacting the same business for sponsorship of various projects or initiatives throughout the year.

### NEACUHO:

As far as marketing and communicating there are a few things we do.

- ◆ We have our NEACUHO website which is kept up to date with information for and about the association ([www.NEACUHO.org](http://www.NEACUHO.org)).
- ◆ We have a bi-monthly newsletter which is posted on our website and emailed out to our general membership. It includes ads for upcoming NEACUHO events, news articles for res life professionals, updates from District Coordinators & Committee Chairs, messages from ACUHO-I, contact info for our Executive Board, member spotlights, and member transitions.
- ◆ Our region is broken up into five districts, each with a District Coordinator who reaches out to their constituents with NEACUHO news or to gather information for the association. Some also plan roundtable discussions in their districts.
- ◆ We recently came up with the idea of a NEACUHO Events Poster and highlighted all of our events for the upcoming year (kind of like a sports poster with dates/locations of games for the season). We mailed this out to the schools who weren't current members in our region to inform them of the events we put on. An electronic copy was emailed out to current members.
- ◆ I can't speak on the corporate partners part so much as our Corporate Relations Committee Chair can probably be more helpful with that. I do know they receive copies of the newsletters though.
- ◆ We also use a Yahoo Group to keep in communication with members. Quite often it is used as a discussion board to gain or share information on different topics among members. And we have Twitter & Facebook groups that are monitored by different members in the association.

I know we're currently working on branding & recognition and coming up with ideas on how to get/keep our name & logo out there for colleges & universities to know in the northeast.



AIMHO Annual Conference  
Marketing Committee Report



## Marketing: Continued

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### SEAHO:

I don't know that we do that much marketing in SEAHO – but what I do know from my position's perspective is that I reach out to all schools that have never attended or have not attended in several years by sending out an e-mail to all those institutions. I also include with that letter the fee waiver scholarship – which SEAHO offers 10 of those a year in order to maybe help smaller schools see that they can attend the conference.

We also try to work with SACSA (the regional NASPA organization) and SAACURH to also promote SEAHO at those venues – again because there maybe schools that attend those and not SEAHO.

### UMR-ACUHO:

Our region does rely heavily on our magazine for promotion and information. This year, we did a complete layout overhaul. It went from newsletter to a magazine format. We provide a copy to any member of the organization based on feedback from individual campus SHOs. We have not limited the number received by each school.

Another area that we have expanded dramatically is our website. We have created log in access to advance areas for member schools. Each member of the school would have their own unique log in. This has also allowed us to eliminate publishing membership directors. Instead, any member can log in and access the membership directory, sort it, and download all or part to excel. Other resources include past copies to all of our regionally sponsored research.

Finally, three of our executive positions serve as member at large. They break up the large region and have certain states they are responsible for. They communicate regularly, recruit new schools, and keep every school informed of regional happens and resources.



First:  
Last:  
Institution:  
Email:  
Phone:

“As a new member, AIMHO is a supportive community to connect you with new and seasoned professionals in the region. The conferences, newsletters, and other educational outlets are great ways to consider new approaches and philosophies as you start your professional career.”  
Christina CU-Boulder

## What is AIMHO?

The purpose of the Association is to cultivate the improvement and coordination of housing and food service operations for students and staff members in institutions of higher learning.

AIMHO works toward

sponsorship of activities and services which will serve its members and provide a means of exchanging and distributing professional information and ideas relating to the administration of physical, financial, social and educational phases of housing and food ser-

vice programs in colleges and universities. Members are invited to receive training and foster the exchange of information and ideas. The Association recognizes the advantages of participation by a diverse population and



## What are the Resources Available with AIMHO Membership?

Being part of AIMHO can help increase not only your organizations effectiveness, but the skills and abilities of your employees. Many resources are available that help members interact with other professionals, increase knowledge, and share concerns and issues with others. Some of the available resources include:

- An "instant colleague connection" through a listserv service
- wikiAimho where all members can network
- Quarterly newsletter (AIMHO Angle) with articles and information relevant to current needs and trends.
- AIMHO job placement resources are available for those looking for professionals or a place to advance in their career.

Find resources and share ideas and information on such topics as:

- [What Impact are you Seeing on Your Campus due to the State of the Economy?](#)
- [Stages of Inclusion in Residence Halls](#)
- [Advising Hall Councils for the Spring Semester](#)

# Undergraduate

IACURH is one of eight regional affiliates of the national association NACURH, Inc. NACURH.org

IACURH holds their annual conference in November, a business meeting in February, and the national NACURH conference is held in May.

Hall Governing Boards/Associations are the typical attendees.

Rappin' is a yearly conference held in October to support the ongoing training, development, and networking within the AIMHO region for it's Resident Advisors. RAs come away from the conference with additional tools in their toolbox.

The host site of the Rappin' conference is decided at the previous AIMHO conference.

# What are the Costs to Join AIMHO?

**Institutions of post-secondary education are eligible to be member institution of the Association. Any housing organization administered by a chief housing officer may be recognized as a separate member**

"I am very grateful for our recent inclusion into AIMHO and the staff and I are looking forward to becoming more involved in the future."  
Richard — UNLV

"I must say that the most beneficial part of being involved with AIMHO over the years is all the friends I've made. I look so forward to seeing them and learning from them every year and I feel like I have also had the opportunity to give back to them in return."

Whitney — Utah State University

"AIMHO has always been a quality resource for professional development, but the deeper benefits to me have been the collegial atmosphere of sharing, the lifelong friendships across the region and the incredible partnerships with our corporate partners."

Brad — University of Northern Colorado

"AIMHO is such a wonderful time to renew the bonds of friendship and camaraderie that are so prevalent throughout our organization. It is a time for our associates and staff members to network and explore the profession further. Also, it is a great time for each of us to have those educational moments as we look to develop ourselves professionally. The conference offers us a time when we can diversify our portfolio of thoughts and ideas."

Gretchen — Northern Arizona University

"In my 5 year experience in AIMHO I've come to value and appreciate the level of investment that our mid-level and senior-level administrators have in the overall success of newer professionals."

Tony — University of Arizona

Opportunities abound for volunteers with AIMHO. The following are committees that are filled each year at the annual conference:

**AIMHO College Awards & Recognition**

