



ArkACRAO Annual Business Meeting
Ballroom B, Arkansas Convention Center
Texarkana, Arkansas
October 8, 2015

Call to Order: President Tracy Finch called the meeting to order at 11:15 p.m.

Roll Call: President Finch asked Tammy Weaver, ATU, to serve a parliamentarian for the Annual Business Meeting. President Finch stated: Each member institution in attendance at the annual meeting may select two people to cast votes on behalf of their institutions concerning election of officers and constitutional amendments. One voting delegate is from school relations and /or admissions administration and one voting delegate is from registration and/or records. Votes are cast according to member institution roll call. Any other business may be conducted by simple majority vote. Malissa Mathis, Secretary, conducted the roll call of ArkACRAO Members for 2015-16. Forty-two voting members answered the roll call, representing 29 institutions (there are currently forty-four member institutions). A copy of the roll call is included in the Secretary's Notebook.

Approval of Minutes from Business Meeting, October 2, 2014: President Finch called for the reading of the minutes of the October 2, 2014 Business Meeting. Sharon McDaniel, ASU-Jonesboro, moved to suspend the reading of the minutes and approve the minutes. Linda Holland, UACC-Morrilton, seconded. Motion passed. A copy of the minutes is included in the Secretary's Notebook.

Treasurer's Report: Brandi Tripp, Treasurer, presented the Treasurer's report:

Balance Sheet Summary: Our beginning balance as of October 1, 2014 was \$36,603.35. We currently have a checking account balance of \$23,022.47 and our CD is redeemable at \$9,650.79, for a total cash on hand balance of \$32,673.26. The current totals reflect \$25,244.22 in deposits, \$38,838.58 in expenses. Our current balance will decrease once all conference obligations have been paid in full. Full profit/loss summaries of ArkACRAO's 2014 events (Boot Camp, College Planning Program, Registrar's Therapy, and Support Staff Workshop) are included in the Secretary's Notebook.

ArkACRAO Membership: All regular members have paid their dues. We are still waiting on membership dues from 4 associate members. Treasurer Tripp has printed membership lists. During the Roundtable (Birds of a Feather) discussions, please check the contact information for your institution and make any corrections.

Fall 2015 Conference: Treasurer Tripp gave the following statistics concerning the Fall 2015 Conference: There were a total of One-hundred nineteen individual registrations, with 3 attendees registering upon arrival, 2 Sponsors and 2 Vendors. Thirty-eight institutions from ArkACRAO were represented in the registrations. A copy of the Treasurer's report is included in the Secretary's Notebook.

Annual Financial Review Committee: Alisa Waniewski, ATU, and Donald Taylor, Lyon College, served as audit committee, and reported that finances were reviewed with Treasurer Tripp with all accounting found to be in order. Linda Holland, UACC-Morrilton, moved to accept the report of the Annual Financial Review Committee. Tod Martin, Harding University, seconded. Motion was unanimously approved.

Old Business:

Officers and Executive Committee Reports:

President: President Finch, ASU-Jonesboro, reported that she has been honored to serve as ArkACRAO President for 2014-2015. Following the Annual Conference theme of “**Ready! Aim! Inspire!**” President Finch represented the following report:

The year has raced by. **Ready!** It did not matter if I was ready, ArkACRAO had business to transact. The race started with signing the contract for next year’s meeting in Eureka Springs and calling our first Executive Committee meeting. The Executive Committee met six times this past year. **Aim!** The admission/recruitment area met to expand our organization’s presence with our high school counselors. Changes were made to the website including new registration methods. We experienced some growing pains as we implemented a new method to update our directory. **Inspire!** The Executive Committee worked closely together. This involved stepping in for each other and the organization as needed. Members welcomed participants to Boot Camp, Support Staff Workshop, and Articulation Workshops. Wayne Banks laid the ground work and I attempted to inspire at the Registrar’s Therapy session. Now, it is time to **Finish Strong.** We’ve all heard the cliché about an organization being only as strong as its weakest link or heard “The Starfish Story” about “It made a difference for that one.” Here are the words that I hope will serve as my strong finish:

- This position was not on my bucket list. I turned it down a couple of times BUT this last time I was out of excuses. My boys were out of high school; I still had (and have) that original husband; I am blessed to have mother still in good health; Had too much time on my hands and not enough volunteer outlets. I benefit so much from our organization, so I thought that I’d try out that saying ‘you get more out of giving than receiving.’ Well, it is TRUE.
- I became close to several more members. I stretched my skill set on tactfulness and learned to remember that we:
 - Are all volunteers.
 - All have the best intentions and desires to help each other, our students and our counselors.
 - We will get it done.
 - We adapt and adjust.
 - Identified some areas that need work this next year, such as:
 1. We need YOU to Volunteer! Later on, you will hear that we still have a VP position open. There is still time to complete your “I’m Available” survey.
 2. We need YOU to provide constructive feedback! Let the EC know when you experience a problem. Even better, provide a solution or offer to help find a solution.

Just like our favorite running shoes: ideas, concepts, and traditions eventually need to be washed, updated or replaced. Here are some mile markers and hurdles were your coaching might make a difference:

- Technology, including the direction of our directory.
- Professional development. We need presenters!

- Funding. Our costs are slowly increasing. Conference sites, printing and outreach programs like the College Fair Automation are expenditures that are not fully covered by associate dues and registration fees. Can you help us train for the next marathon?

Thanks for letting me run alongside you in this professional race! A special thanks to all those cheerleaders I found along the way.

In closing, President Finch thanked ArkACRAO for the extraordinary opportunity to serve as president.

President-Elect: Randy Scaggs, North Arkansas Community College, thanked the membership of ArkACRAO for allowing him to serve as president-elect and coordinate the Fall 2015 Annual Fall Conference. He stated that he is humbled and honored that the organization has placed confidence in him and expressed the hope that the membership will have an enjoyable and inspirational learning experience this week. He extended thanks to Tara Carr, Tracy Finch, Amy Mahan, Brandi Tripp, Malissa Mathis, Rachel Mullins, Whitney Hall, Sharon McDaniel, Keesha Johnson, Scott Post, Linda Holland, Patricia Carson, Joanna Keys, and Charla Jennings for their time in reviewing the program, providing recommendations, and volunteering their assistance in putting this conference together. Holiday Inn and the Arkansas Convention Center, Texarkana, have been most helpful in making the arrangements. Ms. Renee Redick and her staff have been tremendous to work with and have shown a great amount of professionalism and hospitality. She has met with President-Elect Scaggs twice after work hours to walk through the facility and work out the details, including answering numerous emails, text messages, and phone calls. Scaggs feels that this is a venue that we may want to revisit.

President-Elect Scaggs said that the membership's participation with the Fall Conference has been very encouraging by filling our block of rooms and selling out the hotel. By filling our room blocks and purchasing the contracted amount on meals, ArkACRAO has received this meeting space free of charge. We have forty-five first-time attendees registered. We are also thankful to have four vendors registered with two of them being sponsors, as well. Three of the vendors have presented, as well as representatives from AACRAO, SACRAO, the Arkansas Department of Higher Education, and three legislators.

President-Elect Scaggs thanked President Finch for leaving the president-elect position very organized, notebook and all, and stated that he knew that following her as President will be just as organized. He thanked President Finch for her dedication and leadership and looks forward to continuing to work with her as she fills the Past-President position on the Executive Committee, sharing her experience and wisdom. Scaggs is looking forward to working with the new slate of officers as well as those who will continue to serve on the Executive Committee and the General Standing Committees during this next year. President-Elect Scaggs said that it is an honor to be the next ArkACRAO President and he will work hard to represent the organization well and for the best interest of the organization.

Secretary: Malissa Mathis, UA-Little Rock, thanked ArkACRAO for the great experience of serving as EC secretary. She stated that she will post minutes and constitutional changes to the website as approved, and encouraged all members present to visit the ArkACRAO website for information. Secretary Mathis echoed President Finch's encouragement to members to let the Executive Council members know what they need because the goal of the Executive Committee is to be responsive and to transparently provide information and resources to ArkACRAO members.

Vice President for Admission Administration: Keesha Johnson, College of the Ouachitas, expressed that she has truly enjoyed serving the ArkACRAO membership in the capacity of VP for Admission Administration for the past two years. She looks forward to working with the new VP and sharing notes and feedback from the association. VP Johnson reported that the Admissions area has been busy this academic year. In partnership with Rachel Mullins, VP School Relations, we hosted Boot Camp at UACC-Morrilton on July 31, 2015 for new recruitment professionals. VP Mullins will provide details about the event in her report. VP Johnson extended thanks to VP Mullins and UACC-Morrilton Staff for all of your hard work! VP Johnson said that as VP of Admissions, she was tasked with professional development for the Admissions area. There has been some interest in creating an Admissions staff training opportunity that she will discuss further at the Admissions Roundtable chat (Bird of a Feather) this afternoon.

VP Johnson said that the “rogue” college fairs are still an issue. She asked that membership PLEASE encourage their local counselors and career coaches to go through the ArkACRAO calendar. Mary Whiting has asked that if counselors are insistent on this type of fair and it be held in November after our calendar events are complete. The College Fair Automation project completed its 3rd year and has been welcomed by students and counselors. We had a one year pilot and two years of full implementation. VP Johnson thanked Chris Riggins for coordinating the College Fair Automation efforts for our association.

Vice President for Records: President Finch, ASU-Jonesboro, presented the report. Natalie Oliver, Harding University, served as VP Records for 2014-2015, but has left the profession due to family relocation. President Finch reported that she has appointed Sharon McDaniel, ASU-Jonesboro, as the new VP for Records to serve out the remainder of Oliver’s term.

Vice President for Registration: Wayne Womack, UA-Fort Smith, reported that the Registrars’ Therapy event took place on July 16-17 in North Little Rock at the Hilton Garden Inn. Featured speakers were Dr. Brett Powell, Director of ADHE, and Matt Dozier, President/CEO of EAST Initiative. President Tracy Finch also conducted a customer service workshop. Twenty-five members attended the meeting, and there was a net revenue of \$1000.00 for the event.

Vice President for School Relations: Rachel Mullins, UACC-Morrilton, reported that she and VP for Admissions Administration Keesha Johnson worked together to plan the ArkACRAO Boot Camp for new recruiters event held on Thursday, July 30, 2015 at the University of Arkansas Community College at Morrilton. VP Mullins said that an excellent group of twenty-five recruiters representing eighteen different institutions attended the event. The participants heard from seasoned professionals from ATU, ASU-Beebe, UACC-Morrilton, and UCA on topics such as ArkACRAO, High School Visits, College Fair Automation, and Financial Aid. Based on the evaluations, one of the most popular sessions was the high school counselor panel. VP Mullins believes that all involved (both seasoned and new professionals) enjoyed and benefitted from this excellent networking opportunity! She said that if anyone would be interested in presenting at next year’s Boot Camp, to please let her know. This is a wonderful way to get involved, meet the new recruiters, and share your knowledge and experience.

VP Mullins reported that in addition to attending the Executive Council meetings, she also had the pleasure of representing ArkACRAO at the SACRAO conference in Mobile, AL in February. Per President Finch’s request, VP Mullins attended the State Presidents’ Luncheon and organized the traditional ArkACRAO Dinner on Monday night of the conference. VP Mullins and Linda Holland, UACC-Morrilton, also distributed letters to the vendors inviting them to be a vendor at our Annual Fall Conference. VP Mullins highly encouraged those who have never attended SACRAO to do so next February in Oklahoma City, OK. Be sure to participate in the ArkACRAO Dinner!

In closing, VP Mullins thanked Mary Whiting, Whitney Hall, and Chris Riggins for all of their hard work as the chairs of the Admissions Administration and School Relations-Oriented Standing Committees. Along with VP Mullins, Whiting, Hall and Riggins met with President Finch and President-Elect Scaggs on May 29, 2015 at UCA. It was a planning meeting to discuss topics such as sponsoring a table and presenting at the high school counselor’s conference in Hot Springs in July, the articulation workshops, and creating uniform responses to questions about the clearinghouse calendar. VP Mullins said that one of the aspects that she appreciates so much about ArkACRAO is that she feels that we are an organization that tries to make decisions that are best for the state, and not just for our own institutions. Whiting, Hall, and Riggins embody that spirit of wanting what is best for the state, and they have certainly worked hard this year to serve the organization. VP Mullins appreciates all of the time that Whiting, Hall, and Riggins have invested. In closing, VP Mullins said that it has been a pleasure to serve as the VP of School Relations during the past year, and that she looks forward to serving during the coming year.

Legislative Liaison – Scott Post, Phillips Community College of the University of Arkansas, reported that on Friday, October 9th, the Fall 2015 Legislative Topics Panel will discuss some of the recent changes in legislation. Our panelists are Rep. DeAnn Vaught from Horatio, AR, Rep. Brent Talley from Hope, AR, and Sen. Bruce Maloch of Magnolia, AR. Liaison Post encouraged the ArkACRAO membership to attend!

Approval of Reports Submitted by Executive Committee Officers: President Finch called for a motion from the ArkACRAO membership concerning the Executive Committee reports. Becky Resnick, University of Central Arkansas, moved to accept all reports as submitted. Amy Mahan, ASU-Beebe, seconded. Motion passed.

General Standing Committee Reports:

Constitutional Review – Zeda Wilkerson, Ozarka College, reported that the Constitutional Review Committee met via email to discuss items to review for the constitution, specifically adding clarifying language that associate members be able to participate in articulation workshops and on the listserv. An email was sent to the membership on July 22, 2015 soliciting any suggestions for other items to be reviewed. With no other items suggested, the clarifying language was discussed via email, and a draft of the proposed changes was sent out to the membership on September 8, 2015. Thank you to Carissa Gillam (ASUB) and Alisa Waniewski (ATU) for their time assisting with the review.

Chair Wilkerson, on behalf of the Constitutional Review committee, read the following draft of the proposed changes, as follows:

By-laws

Article I - Membership

Section 2

Associate members shall be those individuals or representatives of organizations who have purposes parallel with those of ArkACRAO, who represent a not-for-profit organization, agency, or institution, and who desire to participate in the Association's nonvoting activities. Institutions that are candidates for membership to one of the six regional accrediting agencies may apply for associate membership by providing proof of candidacy status. Candidates for associate membership must petition the Membership Committee, meet qualifications for membership, be approved by the Membership Committee, and be approved by a majority vote of the general membership. *Once approved, Associate members may participate in the Association's nonvoting activities, including the Articulation Workshops at the level determined by the Articulation Workshop Committee, and may participate in the Association's listserv.* There shall be an annual fee of \$100 for each institution

Changes include: Adding clarifying language that Associate members may participate in both the Articulation Workshops and the listserv, although the level of participation in the Articulation Workshop is determined by the Articulation Committee Chair, i.e., allowing a period of time at end of workshop for Associate members to present. Regarding the listserv, since often it is a tool for survey or sharing information, allowing more participation adds to the body of knowledge.

Linda Holland, UACC-Morrilton, motioned that the requirement for roll call vote be suspended and that the ArkACRAO membership accept the proposed constitutional changes as drafted. Don Taylor, Lyon College, seconded. The membership voted unanimously to approve the constitutional changes.

Nomination and Election Committee: On behalf of the Nomination and Election Committee, Past-President Amy Mahan, ASU-Beebe, placed the following slate of ArkACRAO 2015-2016 nominees before the members:

President Elect: Chris Riggins, Associate Director of Admissions, UCA

Secretary: Zeda Wilkerson, Registrar, Ozarka College

VP for Admission Administration: Whitney Hall, Director of Outreach, Southern Arkansas University

VP for Registration: Linda Holland, Registrar, UACCM

The slate of nominees was placed on the list serve on September 4, 2015. Past-President Mahan thanked Wayne Banks, Vikita Hardwick, Keesha Johnson, and Wayne Womack for serving on the Nomination and Election Committee.

President Finch called for any nominations from the floor. Hearing no additional nominations, Sharon McDaniel, ASU-Jonesboro, moved to suspend the required roll call vote and accept the slate of nominees as presented. Matthew Cummings, College of the Ouachitas, Seconded. Motion passed unanimously.

Past-President Report: Past-President Amy Mahan, ASU-Beebe, reported that as an ex-officio Executive Committee member this past year, her tasks were to present a slate of officers to our membership as the chair of the Nominations and Elections Committee per the ArkACRAO Constitution. The other task was to invite past-presidents to a luncheon in their honor as well as invite vendors to participate in our annual conference. On 8/18/15, an invitation to twenty-four known past-presidents to attend luncheon was sent via email and USPS. Past-President Mahan extended a welcome to all of the past-presidents who are with us today and expressed that the membership of ArkACRAO is honored that they are spending time with us. Past-President Mahan reported that Rachel Mullins and Linda Holland updated the vendor invitation letter and distributed to thirty-seven vendors in Mobile, Alabama at the SACRAO conference. On 08/17/15, invitations via email were sent out to College Scheduler, National Research Center for College and University Admissions, DIGARC, National Student Clearinghouse, and Jenzabar. Another invitation was sent on 10/05/15 via email to IBT Corporation.

Professional Access and Equity Committee : Tara Carr, University of Arkansas-Fayetteville, encouraged the ArkACRAO membership to get involved and to contact her if interested in serving on the PAE Committee.

Publicity/Publications Chairperson – Claye Eubanks, University of Central Arkansas, reported that the 2015-2016 ArkACRAO Directory is posted to the ArkACRAO website. Chair Eubanks thanked member institutions for providing ArkACRAO with changes and/or updates to the Admissions', Registrar's, or institution's personnel. He thanked President Finch for ensuring that the updates and publication of the ArkACRAO Directory stayed on track. A new web form was used to gather updates from members, list-serve recipients and those individuals whose contact information was included in the previous year's directory. The new process was useful but did not provide sufficient ease of update to warrant use in future issues. It is the recommendation of the committee that a new process be identified and tested in advance of next year's solicitation to better incorporate technology based solutions to this project with a focus on greater consistency of formatting and information across institutions. The on-line publication of the directory will be maintained and updated periodically throughout the year. It can be found on the ArkACRAO website, www.arkacrao.org, and should be the primary source for institutions wishing to review their current listings for additions/corrections. Please forward requests for updates to ceubanks@uca.edu, and allow 2-3 weeks for completion.

Copies of the directory were printed in advance of the September Articulation Workshops. The Publications/Publicity Committee printed 675 copies of the ArkACRAO Directory at a net expense of approximately \$430.00, all of which were distributed during the articulation workshops both to high school counselors and higher education institution representatives.

Chair Eubanks also reported that SACRAO newsletter articles were submitted with contributions from Tracy Finch and Randy Scaggs for the Spring and Fall editions. Articles highlighted the upcoming, now ongoing, conference and various workshop and retreat activities done this year by ArkACRAO institutions. The ArkACRAO newsletter is currently being drafted. Solicitation to members and list-serve recipients to follow for material for this publication. All submissions are welcome.

Hospitality Subcommittee: Sharon McDaniel, ASU-Jonesboro, reported that the raffle proceeds this year will benefit the Harvest Regional Food Bank Backpack Program of Texarkana, a great local organization. The Harvest Regional Food Bank Backpack Program provides a package of kid-friendly, shelf-stable, self-serve foods to children identified by their school as 'chronically hungry.' These children qualify for Federal free school breakfast and lunch and the school staff has reason to believe that these meals may be the only regular meals the children receive. With parental permission, Harvest Texarkana and volunteers prepare a bag for each child with enough food to get the student through the weekend. The bags are delivered to their campuses on Thursdays and during the day Friday, while the children are out of the classroom, the packages are discretely placed in the students' backpacks. Harvest Texarkana even provides the backpack if necessary! Additional food is provided before school holidays and breaks. A student can be served for the entire school year for

\$125. When supplies are available, Harvest Texarkana will also provide toothbrushes and other hygiene products, school supplies, and other treats. In the 2014-2015 school year, Harvest Texarkana provided backpacks to 22 campuses in Bowie, Miller, and Hempstead counties, reaching over 650 students each week!

Chair McDaniel thanked all of the membership who provided items for this year's raffle, and thanked all those who had brought monetary, food, toiletries, blankets and health-related donations for the charity. She reminded the ArkACRAO membership that the Hospitality committee will be auctioning off a quilt made by our very own Jean Mitchell and friends/staff from the University of Arkansas.

Chair McDaniel reminded everyone that the ArkACRAO Hospitality room is open Thursday night during the conference, in the Magnolia Room, from 8:30 p.m. -12:00 p.m. She thanked Whitney Hall and Matthew Cummings for their assistance with hospitality. A new Karaoke machine has been purchased!

Site Selection – Linda Holland, UACC-Morrilton, reported as Chair of the Site Selection Committee for the Fall 2017 conference. Ms. Holland and committee presented a PowerPoint presentation and reported the following information regarding the locations she and her committee (Kim Bigger, Black River Technical College, Sheila Sommers, UACC-Morrilton, and Zeda Wilkerson, Ozarka) have been researching for 2017:

Fairfield Bay Conference Center –The committee provided in-depth analysis of Guest Rooms, Amenities, Conference Facilities, Chat/Vendor Space, Facility Costs, Audio Visual Costs, Hospitality Space and Policies, Food/Cost, Parking, and Area Restaurants. A/V Cost is very low (\$500). Committee opinion was that facility was very nice in appearance, with no minimum costs required for food, which is catered from local restaurant. Parking is free and bus/shuttles will run during hospitality. Option for Condos (\$160/night, but sleeps 4-5) or Hotel Rooms (\$95/night). Will comp 2 hotel rooms.

Double Tree by Hilton, Little Rock– The committee presented pros/cons of this site with analysis of Guest Rooms, Amenities, Conference Facilities, Chat/Vendor Space, Facility Costs, Audio Visual Costs, Hospitality Space and Policies, Food/Cost, Parking, and Area Restaurants. Hotel is undergoing renovation to be completed by Spring 2016. Meeting rooms' prices are based on how many sleeping rooms are booked. Also, there would be impact with sleeping room reservations because those within 50 miles would not be allowed under travel regulations to stay overnight. Audio/Visual Costs are high (\$1,500). Parking fee is \$12/day and fee may not be reimbursable for commuters. No minimum food cost, but there is a 22% service charge + tax on food and beverages. The facility costs are the highest of the 3 options.

Wyndham, North Little Rock – The committee provided in-depth analysis of Guest Rooms, Amenities, Conference Facilities, Chat/Vendor Space, Facility Costs, Audio Visual Costs, Hospitality Space and Policies, Food/Cost, Parking, and Area Restaurants. Hotel is currently undergoing sleeping room renovation, so rooms will be nice when completed. Room cost (\$99/night). Will comp 1 room. There is a minimum food cost of \$10,000 plus 20% service charge, plus tax for all food and beverages. Parking is free. A/V cost is higher (\$2,500 plus additional 10% fee). If minimum food cost isn't met, then facility costs are very high.

The recommendation of the Site Selection Committee, weighing all pros and cons for each venue, is Fairfield Bay Conference Center.

Treasurer Brandi Tripp reported that the high cost (\$22,000 total) of last year's conference in Rogers didn't leave ArkACRAO with a lot of funds for professional development. President Finch said that the A/V costs at Rogers were a huge expense. Sharon McDaniel said that she has attended 30 ArkACRAO conferences and she's found that with smaller venues, there is more camaraderie and networking. Questions were asked as to the distance of Fairfield Bay from Arkansas Cities. Chair Holland reported that Fairfield Bay is 1.5 hrs. from Little Rock, 3.5 hrs. from Texarkana, 2.5 hrs. from Pine Bluff, and 2 hours from UA-Fayetteville.

Alisa Waniewski, ATU, motioned to accept the recommendation of the Site Selection Committee that the 2017 ArkACRAO Fall Conference be held at Fairfield Bay. Amy Mahan, ASU-Beebe seconded. Motion passed.

Membership – President Tracy Finch reported that Dylan Mowery, Ozarka, has vacated his position. Treasurer Brandi Tripp reported that the University of Missouri at Columbia (North Central/ HLC accreditation) has applied for associate membership and submitted a check for membership dues. President Finch asked the ArkACRAO membership to vote on the associate membership application of the University of Missouri at Columbia. Chad Cox, UA-Fayetteville, motioned to accept the associate application of the University of Missouri at Columbia. Matthew Cummings, College of the Ouachitas, seconded. Motion passed.

Recognition Committee – Chair Patti Carson, ASU-Beebe, presented 9 plaques and awards on behalf of the Recognition Committee. The following members were recognized:

Honorary Lifetime Membership/Exceptional Service to ArkACRAO

Susan Dewey Kissinger, UACC-Morrilton

Retirees

Ed Nipper, Southern Arkansas University

Tom Gattin, Henderson State University

Judy Jones, Ouachita Baptist University

Outstanding Service (EC Members rotating off of the Executive Committee)

Wayne Womack, UA-Fort Smith

Natalie Oliver, Harding University

Keesha Johnson, College of the Ouachitas

Malissa Mathis, UA-Little Rock

Tracy Finch, ASU-Jonesboro

Admission Administration and School Relations Oriented Standing Committees:

Articulation Workshop – Chair Whitney Hall, Southern Arkansas University, gave the report: Articulation workshops were again, a huge success for our high school counselors, career coaches and TRIO administrators, along with our college and university representatives. Working alongside our ArkACRAO’s web administrator to create a more efficient registration process, a total of 521 individuals initially preregistered (not counting additional walkups). The final participation tabulation for each event was as follows:

- **Northeast Region** —Ozarka College in Melbourne, AR —September 8
27 general member institutions/3 associate member institutions/60 HS representatives
- **Northwest Region**—UA-Fayetteville in Fayetteville, AR —September 9
26 general member institutions/3 associate member institutions/72 HS representatives
- **Southern Region**—UACC-Hope in Hope, AR —September 10
25 general member institutions/3 associate member institutions/78 HS representatives
- **Central Region**—Pulaski Technical College in North Little Rock, AR—September 11
31 general member institutions/3 associate member institutions/179 HS representatives

Noted guest speakers from each campus welcomed everyone at the beginning of each event. Along with presentations by Chris Riggins for the continued adoption of automation scanners for ArkACRAO registered fairs, state and federal financial updates were shared from the host site’s Office of Financial Aid, as well as from Lisa Smith from the Arkansas Department of Higher Education. Greetings from our ArkACRAO President and Clearinghouse Coordinator were also shared with informational flyers.

Continuing the valued tradition, the committee chair became recertified to offer up to 3 potential credit hours of professional development to our guests, on behalf of approval from ArkACRAO and Arkansas Department of Education. Registrants received official certificates at the closing session to present to their district offices. In addition, ArkACRAO directories were passed out to all guests present and were vital resources to follow along with during the 3-minute presentations by general member institutions. They were also able to gather all new recruitment materials from each

school, including those that are associate members of ArkACRAO during the information exchange portion of the closing session.

General member institutions are welcome to share their interest in serving as potential host sites for one of the upcoming regional events by contacting the Articulation Workshops Chair. Future site locations will be shared in the spring via email/listserv, pending a successful pre-planning visit in the spring.

In closing, Ms. Hall thanked Claye Eubanks for his service in getting the directory printed and distributed prior to the articulation workshops. She also thanked Brandi Tripp for her quick responses and membership updates.

College Planning Program Clearinghouse – President Tracy Finch, ASU-Jonesboro, reported for Mary Whiting, who couldn't attend the meeting. The Clearinghouse Calendar was distributed about a month earlier than last year. Updates or additional information was/is submitted through the listserv. Attempts have been made to consolidate more fairs, with fairly good results. A couple of others are pending for next year. The biggest issue is the renegade fairs. According to Ms. Whiting's records, there were more this year than in the past. Ms. Whiting has touched base with those hosting them. Some are new counselors who just didn't understand. Some feel pressured by administration. Some are handled by career coaches who feel that is part of their jobs. And, there are some that just say that it's their choice. Ms. Whiting thinks that they will continue and each institution will have to decide whether to attend or not. She believes that ArkACRAO will need to continue to educate the counselors and career coaches. **IMPORTANT:** Do not tell the schools hosting the fairs to contact Ms. Whiting to get them listed on the calendar. This advice has resulted in schools thinking they only need to ask to have individual fairs. It's best to refer folks to Ms. Whiting to discuss the calendar. Ms. Whiting reports that transfer fairs are in the calendar. She will provide notification of any changes. Ms. Whiting expresses many thanks to her committee: Alexis Pacheco, Morgyn Ellis, Jared Jacks, Tim Johnson, Alisa Waniewski, and Chris Dickie. She also appreciates the support shown by the officers during the years that she has overseen the calendar.

In response to questions concerning revenue generated by the past sale of the Clearinghouse Calendar, Past-President Amy Mahan presented the following calendar sales statistics:

- 07/02/09-08/31/09: 10 sold at \$75 = \$750.00
- 07/12/10-12/07/10: 13 sold at \$150 = \$1950.00
- 07/05/11-09/16/11: 9 sold at \$150 = \$1350.00
- 07/09/12-12/18/12: 12 sold at \$150 = \$1800.00
- 07/02/13-09/26/13: 15 sold at \$150 = \$2250.00
- 07/08/14-12/05/14: 11 sold at \$150 = \$1650.00
- Projected sales from 2015 will be \$1350.00.

College Fair Automation: Chris Riggins, University of Central Arkansas, reported that the college fairs that are governed by the ArkACRAO College Fairs Automation are progressing very well. Once students register, they can generate a bar code for the college fair. Mr. Riggins said that student registration (bar codes) were up from last year during this time period for all college fairs. The College Fair Automation committee began making contact with high school guidance counselors and career coaches in May 2015 to encourage student registration. The committee attended and presented ArkACRAO information at the July 2015 Arkansas School Counselors' Association Summer Conference in partnership with the College Planning Program Clearinghouse Committee, and Articulation Workshop Committee. The committee attended and presented at all four articulation workshop locations.

Currently, the student registration has increased by 10%. Institutional participation is up 5%:

- Four Year (Public institutions): 14
- Two Year (Public): 18
- Private: 5

Chair Riggins stated that he welcomes volunteers as the committee is currently in need of volunteers!

SACRAO Scholarship: President Finch encouraged members to apply for the SACRAO scholarship. The next SACRAO meeting will take place in February 2016 in Oklahoma City, OK. The 2015 ArkACRAO SACRAO scholarship recipient was Tara Carr, UA-Fayetteville. President Finch asked Ms. Carr to speak about her experience at the SACRAO conference. Ms. Carr said that she thoroughly enjoyed the opportunity to connect with people from other states and that the presentations that she attended were very interesting and informative. She encouraged the ArkACRAO membership to go to the conference next year, represent ArkACRAO, and thanked the membership for covering her registration fee through the organization's SACRAO scholarship.

New Business:

Future ArkACRAO Meetings:

President Finch reminded the membership that the 2015 Fall Conference will take place October 5-7 at the Eureka Springs Best Western in Eureka Springs, AR. Once again, President Finch thanked ArkACRAO for the opportunity to serve as president, then passed her gavel to President-Elect Randy Scaggs.

Adjournment:

Tammy Weaver, ATU, moved to adjourn. Sheila Sommers, UACC-Morrilton, seconded. Meeting adjourned at 12:37 p.m.

Respectfully submitted,

Malissa Mathis, Secretary 2013-2015

Zeda Wilkerson, Secretary 2015-2017

Approved:

Tracy Finch, President, 2014-2015

Randy Scaggs, President, 2015-2016