



ArkACRAO Annual Business Meeting
Fairfield Bay Conference Center
Fairfield Bay, Arkansas
October 5, 2017

Call to Order: President Chris Riggins - UCA called the meeting was called to order at 11:00 a.m.

Roll Call: President Riggins 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. Zeda Wilkerson, Secretary, conducted the roll call of ArkACRAO Members for 2017-18. Thirty-eight voting members answered the roll call, representing 26 institutions. A copy of the roll call is included in the Secretary's Notebook.

Approval of Minutes from Business Meeting, October 6, 2016: President Riggins called for a motion to suspend the reading and approve the minutes of the October 6, 2016 Business Meeting. Tammy Weaver - ATU, moved to suspend the reading of the minutes. Sarah Jennings - SAU, seconded. Motion passed. Tammy Weaver – ATU made a motion to approve the October 6, 2016 minutes. Barbara Dunn – SEARK seconded. Motion passed. Minutes approved. A copy of the minutes is included in the Secretary's Notebook.

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

- 109 Members present for the conference.
 - Current bank balance
 - \$28,339.05
 - See balance sheet for details
 - Registrar Therapy Profit/Loss
 - See handout
 - Fall Conference
 - Update on number of attendees

- 14 people representing our vendors
- Membership Dues
 - All regular members are currently in good standing for the 2017-18 year
 - 8 associate members that have not paid yet. Invoices were e-mailed. Will follow up with a hard copy invoice via the mail.
- Update on Paypal: \$1, 084.13 has been transferred to our checking account so we will no longer use Paypal

I will work with Blayne to set up membership and calendar payments via Stripe in the future.

Financial Audit Committee: Rachel Young with the Financial Audit Committee shared that upon review of the Finances, everything balanced as was in sound order.

Alisa Waniewski – ATU made a motion to approve the Treasurer’s report, Amy Mahan – ASUB seconded the motion. Motion carried. Report approved.

Old Business: President Riggins shared we are back to the point of discussing the possibility of hosting SACRAO. It looks like it may possibly go to Virginia for 2020. We can make a bid in March 2018 for the year 2021. We can use an outside event planner such as Helms Briscoe.

Officers and Executive Committee Reports:

President: President Riggins thanked everyone for attending and shared that there were 109 registered for the conference, 19 presenters, and 60 condos reserved.

President Elect: President-Elect Johnson could not be in attendance.

Past President: Past President Scaggs shared the following report:

I humbly and respectfully submit this final report as an officer of ArkACRAO and an outgoing member of the association as my job duties have changed and have taken me outside of the admissions/registrar realm. It has been my greatest honor to have served you.

Last annual business meeting the association chose to make a bid to host SACRAO in the year 2020. SACRAO indicated to us that there was no one in line to make a bid for the 2020 SACRAO and encouraged us to make the bid even though it would be outside the normal rotation between regions.

The ARKACRAO EC asked me to continue with the project since I was familiar with both the personnel in Northwest Arkansas and SACRAO. I met with Erin Jernigan from the Rogers Lowell Area Chamber of Commerce, Kimberly Winchester from the HelmsBriscoe Company and the Public Relations staff of Embassy Suites Rogers. We visited about the SACRAO requirements and needs. Ms. Winchester of HelmsBriscoe collected the needed information, completed the application and I submitted it to SACRAO by the deadline.

I was not able to attend the SACRAO 2016 meeting and President Chris Riggins represented ArkACRAO before the SACRAO Site Selection Committee. During the annual SACRAO business meeting the site selection was tabled and was deferred to the SACRAO EC to be discussed during their summer meeting in June. A SACRAO member association out of the East region was encouraged to make a bid. President Riggins was notified that during the June meeting that a bid from the East region was accepted and ArkACRAO was implored to make a bid for a subsequent year. The Rogers Chamber of Commerce and HelmsBriscoe was notified and they expressed their gratefulness to allow them the opportunity to work with us and they

would be appreciative of any opportunity in the future should ArkACRAO choose to pursue another bid.

Save the date postcards were created and sent to SACRAO with President Riggins. He orchestrated the disbursement to SACRAO vendors with a personal invitation to participate in the ArkACRAO Annual Fall Conference. These postcards were also followed up with two different email invitations. ArkACRAO members were asked via the listserv to provide contact information for local vendors and these vendors were also invited to participate as sponsors for our conference. In the end, 5 Gold Sponsors, 2 Silver, and 5 in the Bronze category registered and are participating in this year's conference. Jenzabar, ACT, Credential Solutions, GuideEd Solutions, IBT Corp Docubase, Smart Catalog, National Student Clearinghouse, Digarc Acalog, Army ROTC, International Education Evaluators, Atlas Flags, and GoToCollegeFairs.com are all in attendance, participating in our sessions and providing information that may enhance our ability to serve students.

Vice President for Admission Administration: Vice President Whitney Hall – SAU shared the following report: Serving as your Vice-President for Admissions Administration for ArkACRAO has undoubtedly been a humbling and rewarding experience. Along with carrying out several projects throughout this portion of the term, the networking opportunities—and at times entertaining memories—made between my fellow colleagues from around the state are nonetheless the parts I will cherish the most.

From the very beginning, ArkACRAO President, Chris Riggins, has navigated our executive committee with professionalism and grace. Together, we established goals to immediately increase membership participation in our state, reassess our budget spending, provide more efficient and quality training and leadership opportunities, as well as better correlate our values and operations as an organization to serve an ever-changing modern influence.

As Vice-President of Admissions Administration, I was fortunate enough to network with a group of the ArkACRAO family at this year's SACRAO Conference in St. Pete's Beach, Florida, as well as to further promote Arkansas and to the established vendors. We took the initiative to better represent ourselves by providing "save the dates" to vendors much earlier on, and of course, the ending result proved itself extremely worthy...It may or may not have had something to do with our amazing karaoke bonding experiences at the beach! Nevertheless, the objective as a whole was to gain more diverse insight and begin and/or renew professional relationships with both vendors and other members of SACRAO. While there I met numerous representatives from across the region and nation—an opportunity I may not have had without volunteering my time to ArkACRAO early on or receiving the constant support by my superior, Mrs. Sarah Jennings. Multiple training workshops were invaluable to us, but the one area that seemed to stand out more for me were those related to ethics. In order to merge our generational gap within ArkACRAO, it was decided that a presentation for this year's fall conference would address the importance of incorporating ethical practices to achieve profitability and advancement within the workplace and how we as university representatives can be more accountable when approaching this delicate but hot topic.

In the midst of preparing for our conference in Fairfield Bay, I had the pleasure of collaborating with Jordan Hale, Vice-President of School Relations, to carry out the organization's Boot Camp for new hires within the admissions field. Planning this workshop was a breeze – mostly because of the incredible mentoring I had received from Rachel Mullins in previous years. While my joint planner eventually transitioned into another on-campus position, this year's Boot Camp was deemed another great success. Without any hesitation, Justin Moore, Director of Admissions of Central Baptist College stepped up to the plate and helped ArkACRAO launch a memorable, yet comfortable experience for our newest members from the areas of admissions and recruitment, so that we could better prepare them for the expected challenges ahead. Based upon our post

evaluations from the previous season, a new session was included to highlight FERPA and understanding students' rights as a whole. The day's event generated a healthy and large attendance with approximately 25 participants. They especially enjoyed the high school counselors' and career coaches' panel, learning the importance of incorporating financial aid into recruitment, travel planning and advice from veteran "roadies," ethics and appropriate planning practices, as well as detailed presentations from other volunteers from across Arkansas. For next summer's event, it has been suggested to include more interactive sessions that stress recruitment and retention topics for international and LGBT students, as well as families of potentials. Additionally, it was mentioned to showcase more extreme question and answer scenarios, as well as branch out financial aid information even beyond. Justin and I also included a mock college fair setup, leadership training activities, as well as presentations to practice speaking in front of large or intimate groups, such as Articulation Workshops or classroom settings. Following the workshop, a dozen I'm Available Forms were submitted! We were truly impressed, too, with the hospitality and accommodations from our hosting institution, Central Baptist College, and we continue anticipate working with them again in the future. To those presenters that agreed to present when you were needed the most, your sacrifices and time were absolutely appreciated.

A huge "thank you, high-five, and hug" goes to:

- Mary Whiting, College Planning Programs and Clearinghouse Calendar Chair –HOW do YOU do it?! There is no one like you!
- Megan Gabbard, College Fair Automation Chair–Your humor always made me smile; thank you for always responding quickly and accurately!
- Mark Pruitt, Articulation Workshops Chair–You were a lifesaver. Thank you for your persevering and positive attitude, as well as consistent updates!

At the closing of last year's annual fall meeting, I unveiled 20 detailed reference binders for those that serve in leadership positions; this project will remain an ongoing effort in keeping important communication and records preserved and passed down as new officers are slated and appointments are assigned. Clearly, he has massive shoes to fill this next year...my only wish is that he will continue to let me introduce him at any and every event I can to get him pumped up before approaching the podium. To both our President and Past President, you both visibly embody the purposes of ArkACRAO—which is to ultimately serve. Thank you for being professional and orderly when necessary and providing the hilarious moments when the ice needed to be broken....as for Chris, if you ever need to be pumped up before you speak, just simply tell me when and I where, and I will be ready to introduce you, friend! For the remaining members of the Executive Committee, it has been a sincere pleasure and joy to serve alongside you. Our relationships have blossomed into friendships, and I only wish our schedules would allow us to meet more often and enjoy each other's company.

Vice President for Records: Vice President Jean Mitchell – UA shared that the Support Staff Workshop was held in March 2017 at the Lake Point Conference Center in Russellville and she is beginning the planning for the 2018 Support Staff Workshop. Presenters for 2018 will be Tara Carr with Communicating Effectively in the Workplace and Anne Raines with Dealing with Difficult People.

Vice President for Registration: Vice President Linda Holland – UACCM shared the following report:

It's good to be in beautiful Fairfield Bay I hope you all enjoy the scenery and accommodations.

As VP of Registration my duties were to help with Support Staff workshop and to plan and facilitate Registrar's Therapy which was held on July 19-20 at the Holiday Inn Express & Suites in Conway.

Twenty-four members attended and paid for the two-day event. After expenses, the event resulted in a net revenue of \$102.27. Participants were a good mix of public, private, 2 and 4 year, and graduate institutions.

On the first day Wayne Banks gave a brief welcome and shared information about SACRAO and ACRAO. Ellen Haverstick from Advanced Physical Therapy gave an interactive presentation and explained where pain comes from. We also heard from Chelsea Ward with GuideEd Solutions, and Erick Lindstrand from Office Depot. The second day began with “The Legacy of Winthrop Rockefeller” presented by Janet Harris. Dr. Markham, Director of ADHE, followed with a presentation on the New Performance Funding Model and answered questions from the group. We wrapped up by noon after the Birds of a Feather session.

Most agree that Conway is a great central location, but several members have requested Registrar’s Therapy in 2018 to be held at the Winthrop Rockefeller Institute. Most agreed, the hotel was clean and convenient, but reported a few problems with making reservations and check-in due to a shortage of staff at the front desk. Several members met for dinner at the Pasta Grill on Wednesday evening while others enjoyed local shopping.

Special thanks to Whitney Hall who helped at the Registration table, Sheila Sommers and other members who helped with setup for the event.

It has been an honor to serve as your VP of Registration for the past two years. One of the general purposes for this organization is to “foster a friendly spirit of cooperation, support and unity among its members.” So I urge all members to get involved by serving on a committee and get to know your ArkACRAO officers and your counter parts at other institutions. Because trust me if you stay in higher education long enough there will come a time when you may need advice from others in this very room. Take advantage of their wealth of knowledge.

Thank you again and God Bless!

Vice President for School Relations: Please see VPAA report, as it is a combined report for Admissions Administration and School Relations.

Legislative Liaison – Chair Chris Robinson shared the following report: This has been an interesting year. We’ve had the opportunity to have a few meetings. I met with Joyce Elliot and others to find out about upcoming legislation and laws. Also discussed was lobby-up, DACA, performance based funding, and conceal carry. Information will be funneled through the list serv

Publicity/Publications – Chad Cox – UA shared the following report: The Online Directory continues to get more traffic from secondary schools and is becoming a trusted resource for high school counselors. The dynamic nature of the directory allows for updated content to be delivered from a single source. With that in mind, a best practice is to update your school’s profile monthly.

As requested, an individual member directory was added this year. At the end of October, the individual directory will be used to update the ArkACRAO listserv. Make sure your institution has listed everyone in the individual directory that needs to be included on the listserv. If you are not listed, you will not be on the listserv as of October 31st.

The Quick book (750 copies) was printed by Arkansas Correctional Industries in Pine Bluff for \$475.10 and delivered on-time. This quote was significantly less than other vendors and the quality was good. I recommend we continue to use them in the future.

The fall 2016 newsletter was published in January 2017. The next edition will be coming out before the end of the month and will include highlights from this conference. Please send any photos from our conference and any campus updates to me no later than Friday, October 13th for inclusion.

Technology Liaison:

This new position appointed by President Chris Riggins has brought a central point of contact for web services. Forms for web updates have been created and used throughout the year for events and workshops. Furthermore, other routine forms are in the process of being made digital for easier access and submission by our members and a reevaluation of our website is underway. We want our web presence to be a resource for not only our members, but for secondary schools and other audiences as well. This is an important position and one that will strengthen our organization.

Alisa Waniewski – ATU requested the EC listing be included in the quickbook.

Alisa Waniewski – ATU made a motion to approve the Executive Committee Reports and Barbara Dunn – SEARK seconded. Motion passed.

General Standing Committee Reports:

Constitutional Review – Amy Foree – UACCB shared the following:

1. Proposal for new position:

Vice President for Information Technology

Shall be responsible for coordinating the affairs of the Association in the professional area of technology. This VP shall serve as a member of the program committee for the annual meeting and coordinate program activities relative to the professional areas of information technology. This officer shall be responsible for coordinating updates to the ArkACRAO website. This officer shall be elected by a majority of the votes and serve a two-year term.

Specifically:

- Manage IT needs at the annual conference
- Act as liaison between board members and website developer
- Collect and post presentations before and after conferences

2. Add Association Historian Chair

Specifically:

- Track and record membership dates of schools
- Archive and take pictures at events
- Serve a one year term

Current constitution reads as follows:

Section 8. The Publications/Publicity Chairman shall be appointed annually by the President and shall be an ex-officio member of the Executive Committee. The President

may appoint one or more members to this position. *–Make one of these members the Historian Chair.*

Publicity and Publications Committee—shall have responsibility for publishing a minimum of two (2) newsletters per year. Further responsibilities shall be the publication and distribution of the ArkACRAO Directory and submission of article to the regional (SACRAO) newsletter.

3. Change “chairman” to “chair” throughout the constitution.

Nomination and Election Committee: The nominating committee members are outgoing Past President Randy Scaggs, outgoing Vice President Whitney Hall, outgoing Vice president Linda Holland and two at large committee members appointed by President Chris Riggins. Karisa McAlister from Hendrix and Donna Largent from North Arkansas College served as the two members appointed by the president.

The committee was tasked to select a nominee for the office of president-elect. According to the rotation, the current president-elect, Keesha Johnson of COTO, was seated as a Registrar, although she serves a dual role. The previous president-elect, Chris Riggins, was seated as a four year college admissions officer. Therefore, the committee sought after an admission officer from a two year school that meets the qualifications. The committee unanimously selected Rachel Mullins from UACCM, who previously served as a Vice President, to sit as a nominee for president-elect.

The committee unanimously selected Zeda Wilkerson from Ozarka College to serve a second term as Secretary to stand as a nominee.

The committee elected to elevate Chad Cox, of the University of Arkansas, from an ex-officio member of the EC as the Publication/Publicity Chairman, to stand as a nominee for the Vice President for Admissions Administration.

Malissa Mathis from UALR, faithfully served as secretary for the association in past years. The committee therefore chose to nominate her to serve as Vice President for Registration to award her commitment to ArkACRAO.

The committee was also asked to seek a nominee for the vacant position of Vice President for School Relations. The vacancy was created when Jordan Hale accepted a different position at the UAFS. This nominee will complete the second year of a two term position. The committee identified the chair of the hospitality committee, Matthew Cummings of COTO, to stand as nominee to complete the second term of the Vice President for School Relations position.

Upon the recommendations of the nominating committee and approved by the EC we recommend that these members stand as nominees for the following positions:

Rachel Mullins – President Elect

Chad Cox – Vice President for Admissions Administration

Malissa Mathis – Vice President for Registration

Zeda Wilkerson – Secretary

Matthew Cummings – to serve the remaining term of the Vice President of School Relations

President Riggins requested a motion to suspend the roll call. Wayne Banks SAU-Tech made a motion that roll call be suspended, and Rebecca Rasnick - UCA seconded. Amy Mahan - ASUB made a motion to approve all constitutional changes as, approve new positions, and approve the slate of officers. Rebecca Rasnick – UCA seconded. Motion carried.

Professional Access and Equity Committee: Constance Castle – UAPB reported that everyone must help to ensure that our programming meets professional access and equity standards. Please email or call Constance, the changing of the wording Chairman to chair is a great start.

Hospitality Subcommittee: Chair Matthew Cummings – COTO reported that we had Trivia last night and that we will have karaoke. He also said he appreciates the help from everyone.

Site Selection: Debrah Mitchell – UAMS presented on behalf of the site selection committee. The following sites were reviewed for the 2019 conference:

1. DeGray Lake State Park
2. The Arlington
3. Hotel Hot Springs

A motion was made by Tammy Weaver – ATU, and seconded by Amy Mahan – ASUB to recommend the Hotel Hot Springs. The motion carried and the Hotel Hot Springs was selected by the membership as the 2019 conference venue.

Membership – Membership committee chair, Jessica Williams reported the following institutions have applied for associate membership. Rogers University, Kansas State, Newman, and MSU West Plains. Each holds Regional Accreditation. Chad Cox – UA made a motion that each institution be approved for Associate Membership. Brandi Tripp – ATU seconded motion. Motion passed.

Recognition Committee – The recognition committee, chaired by Barbara Dunn recognized the following:
Rosalyn Blagg, Randy Scaggs, Linda Holland, Whitney Hall, Chris Riggins.

Admission Administration and School Relations Oriented Standing Committees:

Articulation Workshop – The Articulation Workshops serve as a venue for ArkACRAO to disseminate valuable information to the high school guidance counselors and career coaches throughout Arkansas. The Workshops were once again held in four quadrants of the state September 5-8.

Sept. 5, 2017 – Northeast
Arkansas Northeastern College, Blytheville

The Northeast Articulation Workshop was coordinated by Courtney Fisher, Director of Student Services at ANC. There were 32 high school counselors and career coaches in attendance representing 21 schools; down from 63 counselors and career coaches in 2016 representing 42 schools.

There were also 34 college representatives in attendance from 24 institutions; down from 40 college reps in 2016 from 31 institutions.

Sept. 6, 2017 – Northwest
University of AR – Ft. Smith, Ft. Smith

The Northwest Articulation Workshop was coordinated by Megan Gabbard, Senior Admissions Officer at UAFS. There were 77 high school counselors and career coaches in attendance representing 55 schools; up from 59 counselors and career coaches in 2016 representing 43 schools.

There were also 39 college representatives in attendance from 23 institutions; down from 42 college reps in 2016 from 26 institutions.

Sept. 7, 2017 – Southern
Southern Arkansas University, Magnolia

The Southern Articulation Workshop was coordinated by Whitney Hall, Director of University Outreach – Texarkana and Academic Scholarship Coordinator at SAU. There were 76 high school counselors and career coaches in attendance representing 53 schools; up from 38 counselors and career coaches in 2016 representing 24 schools.

There were also 33 college representatives in attendance from 25 institutions; down from 43 college reps in 2016 from 28 institutions.

Sept. 8, 2017 – Central
Harding University, Searcy

The Central Articulation Workshop was coordinated by Mark Pruitt, Associate Director of Admissions at Harding. There were 171 high school counselors and career coaches in attendance representing 112 schools; down from 203 counselors and career coaches in 2016 representing 120 schools.

There were also 50 college representatives in attendance from 33 institutions; up from 34 college reps in 2016 from 29 institutions.

Summary

A. High School Counselors & Career Coaches

Northeast: 32 attendees from 21 schools (-31 attendees; -21 schools)
Northwest: 77 attendees from 55 schools (+18 attendees; +12 schools)
Southern: 76 attendees from 53 schools (+38 attendees; +29 schools)
Central: 171 attendees from 112 schools (-32 attendees; -8 schools)
Totals: 356 attendees from 241 schools (-7 attendees; +12 schools)

B. College Reps

Northeast: 34 attendees from 24 institutions (-6 attendees; -7 institutions)
Northwest: 39 attendees from 23 institutions (-3 attendees; -3 institutions)
Southern: 33 attendees from 25 institutions (-10 attendees; -3 institutions)
Central: 50 attendees from 33 institutions (+16 attendees; +4 institutions)
Totals: 156 attendees from 105 institutions (-3 attendees; -9 institutions)

Notes

- Overall, the Workshops went smoothly and there were many positive comments.
- There was a scheduling conflict for the Central workshop; several high school counselors/career coaches attended an event in Little Rock

College Planning Program Clearinghouse –

Mary Whiting provided the following report to be shared. The 17—18 clearinghouse calendar was completed and made available to all AA members in March. It was also then available for purchase for non-members.

Routine scheduling issues were faced in planning it, including trying to accommodate high schools, juggling dates/times/changes in staffing, and also working to provide a reasonable travel schedule for all recruiters. Overall, I think it’s gone fairly well. Any problems encountered have been resolved without issue. Notifications of change or updating have been sent to the listserve and will continue to be done.

Special thanks goes to Brandi Griffin, Tim Johnson, and Andrew Watson.

College Fair Automation: Chair Megan Gabbard – UAFS sent the following report to be shared: - 65% Member participation with scanners.
- Last year, we had 20,459 students register online to attend the ArkACRAO fairs. So far this year, with 3 weeks of fairs remaining in October, we have registered 18,320 students.

Brandie Benton - Henderson - made a motion to accept all reports. Rachel Mullins UACCM seconded. Motion passed.

New Business: President Riggins shared it’s been a pleasure to serve ArkAcrao. His supervisors have been supportive of the additional time it has taken to serve, and he has been an ArkAcrao member since 2000. He expressed he has enjoyed it every year. He thanked the past president that were in attendance, and joyfully passed the gavel to Keesha Johnson, whose picture was displayed for the membership.

President-Elect Mullins closed out the conference by thanking the membership, and sharing her experience with ArkAcrao and encouraged members to get involved, and to share the good things happening on their campuses, and to let them know of any areas you might want to be interested in or that you may be willing to present on.

Future ArkACRAO Meetings:

The next annual conference will be held October 3-5 at the Wyndham Hotel, North Little Rock.

Adjournment:

Brandi Tripp – ATU moved to adjourn. Linda Holland UACCM, seconded. Meeting adjourned at 12:31 p.m.

Respectfully submitted,

Zeda Wilkerson, Secretary 2016-2017

Zeda Wilkerson, Secretary 2017-2018

Approved:

Chris Riggins, President, 2016-2017

Keesha Johnson, President 2017-2018