



Arkansas Association of Collegiate
Registrars and Admissions Officers

Virtual Executive Committee Meeting
Monday, November 16, 2020

Members Present: Kim Bigger, LozAnne Calhoun, Patti Carson, Chad Cox, Brandie Gibbs, Tawana Greene, Jamison Hall, Ana Hunt, John Proctor, Heath Sims, Brandi Tripp, and Zeda Wilkerson.

Call to Order: President Cox called the meeting to order at 10:03 a.m.

Approval of Minutes from Executive Committee (EC) Meetings, July 16, 2020: Copies of the July 16, 2020 EC meeting minutes distributed via email. Zeda Wilkerson made a motion to accept the minutes; second by John Proctor. Motion passed and the minutes approved. Copies of the approved EC minutes are included in the Secretary's notebook.

Treasurer's Finance Report: We have received a few more membership dues; between membership dues and the virtual college fairs, it appears some have paid one invoice or the other. Patti will reach out to those missing one or the other. There are only three schools that have both invoices outstanding. There are 24 outstanding Associate Membership dues.

With COVID hitting campuses at the end of March, all of our usual workshops either were canceled or went virtual. Staff Support Workshop is the only event that we had to return funds for. Any college that paid us through Stripe were reimbursed. Organizations that paid by check had their checks returned. ArkACRAO contracted with Go To college Fairs for \$4,500 to host virtual college fairs the month of October. Each college that participated paid \$200 for their booth. \$150 of that money goes to GTCF with the rest going to ArkACRAO (\$50 off each check transaction and \$43.90 off each stripe transaction).

We are also in the process to moving to member clicks manage our website. Because of that, we have updated our contract with our current web manager through March. His usual fees lowered from \$3,000 to \$1,167 to match the new contract.

ArkACRAO executive board did vote to purchase a new computer for the treasurer this year. Because of the cancellation or virtual nature of our workshops and conference, the majority of our revenue this year is coming from our membership dues. We did vote at the end of last year to raise membership dues from \$100 to \$150, which has helped. Right now, we are still doing well. Our CD has matured and has a new interest rate of .1810%. The next maturity date is 01/18/2022.

There was discussion on whether we should pass on the service fee for strip to users. President Cox indicated that we would be changing services because of MemberClicks so we may see a difference there. President Cox thanked Treasurer Carson and Past President Tripp for attending the tree dedication ceremony at UACCM in honor of Shelia Sommer. Brandie Gibbs made a motion to accept the report; second by Ana Hunt. Motion passed and the report approved.



Arkansas Association of Collegiate
Registrars and Admissions Officers

Virtual Executive Committee Meeting
Monday, November 16, 2020

Arkansas Association of Collegiate Registrars and Admissions Officers
Financial Report
November 16, 2020

Beginning Balance September 30,2020

\$32,061.25

Revenue

2020 Virtual Fair	\$2,193.90
2020 Membership	\$300.00
Total Income	\$2,493.90

Expenses

2020 Go To College Fairs	\$ 7,350.00
2020 Central Arkansas Trophies	\$218.25
2020 The Plant Outlet	\$272.80

Total Expenses \$7,841.05

Balance on Hand \$26,714.10

CD
\$9,744.20

Respectfully Submitted _____

Patti Carson



Arkansas Association of Collegiate
Registrars and Admissions Officers

Virtual Executive Committee Meeting
Monday, November 16, 2020

NEW BUSINESS:

President: President Cox indicated that he reappointed Health and Jamison to their EC rolls for 2020-2021. To date, we have only received one submission for Virtual Professional Development that is and Admissions Roundtable scheduled for tomorrow—the email reminder went out this morning. President Cox indicated that the opportunity is there for anyone who would like to present. SACRAO 2021 will be virtual with no cost to attendees; he asked that everyone encourage staff to attend.

President-Elect: Zeda stated that the 2021 Annual Meeting will be held during 2022 SACRAO. She asked about information for the 2023 Annual Meeting. President Cox stated that the 2022 Annual Conference will be held in Texarkana, and 2023 at the Embassy Suites in Jonesboro. President Cox will forward President Wilkerson the necessary information.

Past President: Brandie noted that we successfully hosted our first virtual annual meeting. She remarked that she wished more members could have attended. Past President Tripp attended the tree dedication for Sheila Sommer on November 2nd at UACCM. It was well attended by UACCM staff and Sheila's family. She also indicated she would be following up with Kimberly Short at HelmsBriscoe concerning our contract with Holiday Inn Texarkana for October 2022.

Secretary: No report.

Treasurer: No additional report

Vice President for Admission Administration, Joey Hughes: reported submitted to President Cox. The Virtual College Fair closed with 3,700 leads over the month of October. Currently working on sending swag bags to our winners. Mary Whiting is collecting information from hosts about viability for in-person Transfer events. Many have indicated they should be able to at this point, but we are going to monitor this through the holidays. We are considering a weeklong virtual event for juniors in late spring. We would assign days regionally to allow for smaller, more concise groups and guidance counselors buy-in.

We are currently working on assessment for three fall events: Bootcamp, Articulation/Drive-thru Info Exchanges, and Virtual College Fair. These should conclude by December 15th and results will be distributed.

Vice President for School Relations, Brandie Gibbs: No report

Vice President for Records, LozAnne Calhoun: No report

Vice President for Registration, Kim Biggers: No report

Vice President of Information Technology, Ana Hunt: Received training links for MemberClicks; not sure who all received the links but we should be ready to begin the transition process once training is



Arkansas Association of Collegiate
Registrars and Admissions Officers

Virtual Executive Committee Meeting
Monday, November 16, 2020

complete. President Cox suggested everyone on the EC received the training information, which will make it easier for our operations.

Legislative Liaison, John Proctor: attending ALC review virtually today; no other updates

Publications/Publicity, Heath Sims: No report

Historian, Jamison Hall: No report

NO OLD BUSINESS

NEW BUSINESS:

Health asked if there was consideration to ask Admission/Recruiters that attended TACRAO fairs to have a roundtable debriefing and see what worked there vs. our fairs. President Cox mentioned GoToCollegeFairs hosts similar events and posts best practices. However, we are willing to reach out to see what platforms worked well; he did mention that he heard they were too long. Also

Zeda asked if we have any updates from Chris Riggins regarding SACRAO 2022. President Cox mentioned he did not have the opportunity to confer with him but will be inviting him to participate in future meetings. There may be some shifting due to the changes in the EC, but he will reach out and get additional information to share.

Adjourn: Brandi Tripp made a motion to adjourn the meeting, second by Zeda Wilkerson. Motion passed. The meeting adjourned at 10:28 am.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Tawana Greene'.

Tawana Greene, Secretary 2019-2021

Chad Cox, President 2020-2021