



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

**Executive Committee Meeting  
Friday, October 3, 2014  
Embassy Suites  
Rogers, Arkansas**

**Members Present:** Roz Blagg (proxy for Natalie Oliver), Tracy Finch, Amy Mahan, Malissa Mathis, Rachel Mullins, Scott Post, Randy Skaggs, Brandi Tripp, and Wayne Womack. General Standing Committees: None present.

**Call to Order:** President Finch called the meeting to order at 11:28 a.m.

**Approval of Minutes from Executive Committee (EC) Meetings, July 17, 2014:** Minutes of the July 17, 2014 EC meeting were read and reviewed. Rachel Mullins moved that the minutes be accepted. Amy Mahan seconded. Motion passed and the minutes were approved. Copies of the approved EC minutes are included in the Secretary's Notebook.

**Welcome:** President Finch welcomed the Executive Committee members present. She is excited to work with the new and continuing EC and General Standing Committee members this year. Before turning discussion to new business, President Finch invited comments on old business.

## **OLD BUSINESS**

**Partners for Student Success:** Roz Blagg stated that while she understood from the discussion at the Annual Business meeting that there seemed to be no support for ArkACRAO to join the Partners for Student Success conference, she wanted to note that they are building a strong organization and we do not want to lose sight that we are a valuable piece for them. She stated that ArkACRAO, if we did wish to join, would not want to lose our political bargaining power

and would need to bring our wishes and negotiating power to the table as part of any future discussions. Amy Mahan stated that she would check with the Financial Aid organization to see what they've decided to do with their invitation to join the Partners conference. Wayne Womack offered to talk with the financial aid folks from UAFS who are on the committee of that organization to see if they had made a decision to join or not join Partners. Scott Post noticed that there were folks from institutions who usually attend ArkACRAO's annual conference who didn't attend this time around and wondered if they attended the competing Partners conference this year. Tracy Finch said that she would contact Dylan Mowery to ask him to contact those ArkACRAO members who didn't attend conference to see why they didn't come (checking by schools not attending). Malissa Mathis will send to President Finch a list of those schools not answering the roll call in the Annual Business meeting.

**Admission Professional Development:** This old business item was tabled until the next meeting as Keesha Johnson could not attend the October EC meeting.

## **NEW BUSINESS**

**President:** President Finch thanked the EC committee for assisting her in many capacities at this year's Fall Conference. There are several items that she would like to discuss in reviewing how the conference planning and events went this year to help better prepare those planning for the 2015 Fall Conference. Items related to Annual Meeting needs and costs, leadership positions and tracking service, website updates, and training manuals and calendar of events will be discussed in other business.

**President Elect:** Randy Skaggs stated that he is excited to be serving as ArkACRAO President Elect and is already beginning plans for the 2015 Fall Conference. He welcomes ideas on speakers and events from the EC and membership. Rachel Mullins said that Whitney Hall had shared some ideas on evening entertainment for hospitality as she knows a live band that would be interested in playing at little charge for the Texarkana conference.

**Past President:** Amy Mahan said that as ArkACRAO past president that she plans to continue working on EC and General Standing Committee job descriptions. Good progress was made by Susan Dewey Kissinger that she will be glad to continue working on in the following year.

**Secretary:** Malissa Mathis asked that EC members who had not yet submitted reports to her do so quickly to ensure accuracy in reporting minutes. Many General Standing committee chairs have indicated that the reports given for the July 17 EC minutes and Annual Business meeting did not have significant changes to report for the October 3 EC meeting.

**Treasurer:** Brandi Tripp reported that she had met with Alisa Waniewski to conduct an audit of ArkACRAO funds. There are still some continuing issues with Quickbooks that are causing funds to be out of balance by a few hundred dollars, so the suggestion was made to hire an accountant to review. She reported the following balance sheet summary:

- Beginning Checking                      \$23,802.27
- Deposits                                      \$21,639.66
- Expenses                                      \$8,838.58

- Certificate of Deposit \$9,616.32
- Total Current Assets \$46,219.67.

Treasurer Tripp distributed Profit/Loss statements from Boot Camp, Registrar's Therapy, College Planning Program, and the Support Staff Workshop 2014 reflecting itemized Current Revenue and Expenses, as follows:

• Boot Camp 2014:	Projected Total Revenue	\$840.00
	Expenses	\$558.22
	Net Revenue (once all fees received)	\$281.78
• Registrar's Therapy 2014:	Projected Total Revenue	\$760.00
	Expenses	\$511.85
	Net Revenue	\$248.15
• College Planning Program 2014:	Projected Total Revenue	\$1,600.00
	Expenses	\$1,814.31
	Net Revenue (once all fees paid)	-\$214.31
• Support Staff Workshop 2014:	Projected Total Revenue	\$750.00
	Expenses	\$1,359.44
	Net Revenue (once all fees received)	-\$609.44.

- \* Complete itemized revenues and expenses are included in the separate reports archived in the Secretary's Notebook. President Finch stated that she will review finances and would like to discuss again at the next EC meeting.

Treasurer Tripp reported that electronic invoices were sent out on June 1, 2014, and that there are fourteen associate members who have still not paid 2014/15 dues (list of delinquent institutions on Treasurer's report in Secretary's Notebook). Nine of the fourteen delinquent institutions will be removed from Associate member status. Treasurer Tripp noted the difficulty in obtaining an updated master list of membership for the purposes of conference registration due to there not being a database setup to maintain membership information. To create a list for registration information, she had to cut and paste from individual emails, which was a very cumbersome process. She contacted Blayne Stewart, the ArkACRAO webmaster, who told her that setting up a database would cost /\$250-350. She asked EC members about the process of adding members to the listserv. Rachel Mullins said that she could ask for an updated list from Joe Scribner, who maintains the ArkACRAO listserv. /President Finch said that she would contact Joe Scribner and ask how we need to proceed to update membership. Amy Mahan and Rachel Mullins suggested that instead of paying for a membership database to be created that the EC might want to consider using WuFoo Forms. Rachel Mulins said that an account with WuFoo would be free but that there was a \$14.95/month charge. Amy Mahan said that she will report back at the next meeting how WuFoo forms worked for her in a satisfaction survey. There is some capability to

email responses that can then be pulled into an Excel worksheet, but she was not sure how it handles bounce-back responses.

**Vice President for Admission Administration:** No report.

**Vice President for Records:** Roz Blagg stated that Natalie Oliver was unable to attend the EC meeting.

**Vice President for Registration:** Wayne Womack reported that the 2014 Registrar's Therapy meeting was attended by twenty people and was enjoyed by all. He invites ideas for the 2015 Registrar's Therapy event.

**Vice President for School Relations:** Rachel Mullins said that it was a pleasure to be back serving on the Executive Council. She is excited about what ArkACRAO does and the services it provides. She reported that during Fall Conference in the Admissions chat that the topic of renegade fairs came up in discussion. Mary Whiting has been emailing information as fairs arise but notes that they are not ArkACRAO events. The prevailing opinion expressed by people in the Admissions chat was unanimous that the renegade fairs should not be addressed on the ArkACRAO listserv. Scott Post said that he heard statements that sending out information on the renegade fairs took away from support for the scheduled events. It is very difficult for recruiters to attend off-calendar events because they are already booked up with scheduled events. Rachel suggested that the EC develop wording to express to high school counselors and career coaches the purpose of ArkACRAO training and how and why the scheduled events are coordinated. President Finch said that she will develop this information and talk with Sonia Wainwright-Murray, the coordinator of career coaches to ensure that the information goes out. President Finch and Past President Mahan both said that there will be an emphasis on better communication and training this year. Roz Blagg said that these concerns keep coming up because there is such a high turn-over in high school career coaches and counselors: ongoing efforts will be needed. She suggested placing guidelines on the ArkACRAO website detailing how to host college fairs and perhaps sending out yearly letters to high school personnel.

**Legislative Liaison:** Scott Post reported that Shane Broadway, Director of ADHE and Philip Wilson, President of Rich Mountain Community College were our panelists for the Pre-Conference Legislative Workshop on October, 1, 2014. The group discussed the possible impact of the upcoming legislative session on higher education. The group also discussed the Lottery Scholarship, transferability of ACTS courses from colleges that are not regionally accredited, concurrent enrollment issues, Workforce Training, and academic clemency policies.

Scott Post said that he has served the EC for three years, and while he is willing to serve again as the legislative liaison, he did not wish to limit the opportunity for someone else to serve. President Finch told Post that he's done a great job. She will send out a call via the listserv to see if anyone else is interested in serving, but encouraged Post to continue. Post said that he would be glad to train someone if anyone is interested in becoming the legislative liaison, but noted that the EC could count on him if no one else steps up to serve.

**Nominations and Election:** No report, but President Finch said that she will consult the ArkACRAO constitution concerning who serves on the nominations and election committee.

**Publications/Publicity Chair:** No new report.

**Constitutional Review:** No new report.

**Recognition:** No new report.

**Membership:** No new report.

**Professional Access and Equity:** Vacant.

**Hospitality:** No new report.

**Site Selection:** Report was presented at the 2014 Annual Business Meeting.

**Articulation Workshop:** No new report.

**College Planning Program Clearinghouse:** No new report.

**College Automation Committee:** A report was submitted by Chris Riggins to Malissa Mathis for the meeting minutes, as follows: The College Fairs that are governed by ArkACRAO College Fairs Automation are progressing very well. Once the students register online then they can generate a bar code for the college fair. We are up in numbers on student registration (bar codes) from last year during this time for all the college fairs. Also more scanners were rented from colleges and universities this year than last year. The College Fair Automation Company waived the \$450.00 set up fee again for the second year! Jack Phillips and I presented information about the College Fairs Automation at the following events:

- 2014 Arkansas School Counselor Association: During their Summer Conference in July
- Articulation Workshops: All four locations
- Career Coaches Conference: March 2014.

## **OTHER BUSINESS**

President Finch introduced topics that she would like to present to the EC for work in upcoming months.

**Annual Meeting Needs & Costs:** President Finch would like the EC to consider coming up with a rubric concerning annual meeting site selection. For the Fall 2014 conference, we were not to be charged for use of the ballroom, but we were in fact charged for it. She will work on development of notes from the Fall 2014 conference planning to assist President Elect Skaggs with next year's planning.

**Leadership Positions and Need to Track Service:** President Finch echoes Treasurer Tripp's concerns about the difficulty in the registration processes. The membership committee should be

charged with working on lists of who has served in previous EC positions and on committees with years of service. We need better tracking and documentation of this important information.

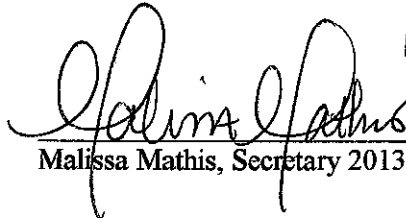
**Website Updates:** We have received the 2014/15 website contract from Blayne Stewart. Rachel Mullins will ask for signatures of those needed for 2013 Annual Business meeting and send to President Finch and Secretary Mathis to have posted on website. Constitutional updates should be received from Alisa Waniewski for posting.

**Training Manuals/Calendar:** In the past, Waniewski and Gattin had position training manuals. It would be great to have copies of these materials backed up on the ArkACRAO laptop. Roz Blagg has sent a copy of the manual that she worked from to Todd Koch for Natalie Oliver. Blagg will work with Oliver to mentor her on the Support Staff Workshop. Wayne Womack suggested keeping copies of manuals password protected on the website, but cautioned that this may have an associated cost. Rachel Mullins suggested instead using Drop Box or a cloud to host. President Finch would like to create a calendar of monthly ArkACRAO events and duties.

**Set Date, Place, & Time for next EC Meeting:** The next meeting will be Tuesday, December 2, 2014, at 10:30 a.m. at UACC-Morrilton.

**Adjourn:** Wayne Womack moved that the meeting be adjourned. Amy Mahan seconded. Motion passed. The meeting was adjourned at 12:22 p.m.

Respectfully submitted,

 12.03.14  
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Malissa Mathis, Secretary 2013-2015

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Tracy Finch, President 2014-2015