



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

**Executive Committee Meeting
Thursday, March 4th, 2016
Best Western – Inn of the Ozarks
Eureka Springs, AR**

Members Present: Tara Carr, Chad Cox, Whitney Hall, Linda Holland, Sharon McDaniel, Rachel Mullins, Chris Riggins, Chris Robinson, Randy Scaggs, Brandi Tripp, and Zeda Wilkerson.

Call to Order: President Scaggs called the meeting to order at 10:20.

Approval of Minutes from Executive Committee (EC) Meetings, December 11, 2015 and: Copies of the minutes of the December 11th, 2015 were brought to EC meeting were read and reviewed. President Scaggs asked for approval of the minutes. Vice President Holland moved that the minutes be accepted. Vice President Hall seconded. Motion passed and the minutes were approved. Copies of the approved EC minutes are included in the Secretary's Notebook.

Welcome:

OLD BUSINESS

President Scaggs asked how we fared on the Conference in the fall compared to last year, and President-Elect Riggins inquired about the speaker costs. We will have a more firm number at next meeting.

NEW BUSINESS

President:

I want to once again express my appreciation to the association for the faith that you have placed upon me to fill the leadership position for ArkACRAO. The professional relationships and friendships that this association provides is very dear to my heart.

In the months since our meeting in December I have conducted business on behalf of our association on a couple of different fronts. In December I appointed Rachel Mullins, Whitney Hall, and Chad Cox to form a task force to research and recommend a charge for vendors to attend our fall conference.

The Chair positions of our committee structure was completed in January and list of these appointees is attached to this report.

In January updates were provided to the ArkACRAO webmaster, Blayne Stewart, including the meetings that have been scheduled throughout the year. I also contacted the leadership positions of ArkACRAO to begin a process to put in written form the purpose, duties, activities and a timeline for each position. The intent is to make these living documents that will provide successors to their position instructions to help them perform their duties.

ArkACRAO had 33 professionals attend SACRAO. We were well represented. During a free evening 29 ArkACRAO's were able to meet together for a fellowship dining experience. I believe that each member had a positive experience and our comradeship became closer. Many conversations were busy with ideas for presentation for ArkACRAO and how to make ArkACRAO stronger.

We have had a few inquiries into membership and Ms. Jessica Williams has been fielding these questions and I hope that we will have some recommendations coming from the membership committee at our annual meeting.

President – elect, Chris Riggins is busy planning for the fall conference. Vice President, Sharon McDaniel has the Support Staff Workshop planned and the online registration is being put in place as I speak. Vice President Linda Holland has been busy putting together the Registrar's Therapy accommodations. Vice Presidents Rachel Mullin and Whitney Hall have been busy planning the Boot Camp. All indications are showing that this will be a strong productive year for ArkACRAO.

Thank you for allowing me to serve you as president.

In addition to his report President Scaggs read a list committee chairs for the current year. He also shared with EC that the ArkAcrao website will be changed because the company is changing that houses the databases. President Scaggs asked that we be thinking about the changes that we might like to see included.

President Elect: I have signed the contract and confirmed the keynote speaker for the Annual Conference. The keynote is Charlotte Strickland.

Also I have confirmed the closing session speaker and he is Rick Schaeffer.

Past President: Past President Finch sent her report via VP McDaniel. Invitations were passed out at SACRAO. Each Vendor at SACRAO gave good feedback in person about the cards. They got several business cards. The task force assigned to presenting different vendor sponsorship levels discussed possible levels for the fees. President Scaggs also asked about the possibility of local vendors that many of us may use.

Secretary: Secretary Wilkerson collected the applications the SACRAO Scholarship in early January and distributed to the Executive Committee for a vote, notifying the EC of whom received the most votes and was selected as the recipient. In addition, several Officer and Committee Chair descriptions have been sent, but we are still lacking several. Please send to Secretary Wilkerson, and she will compile.

Treasurer:

- Current bank balance
 - \$23,245.74
 - See balance sheet for details.
 - Check from Holiday Inn for \$14,419.50 has not been cashed
- CPP
 - Invoices for 5 past due CPP registration fees have been e-mailed as of 2/25/16
- Fall Conference
 - Invoices for 13 past due registration fees have been e-mailed as of 2/25/16
 - Invoice for vendor registration fee for ACT was e-mailed 2/25/16
 - Profit/Loss for Fall Conference has been updated to reflect the \$3000 credit from Holiday Inn
- Treasurer's Mailing address
 - My office will be moving into a new building March 23rd. Once I have our new mailing address I will distribute a new W-9 form to the contacts of each member institution requesting they forward the form onto the appropriate business office personnel to update ArkACRAO's mailing address on file.

President Skaggs asked for a motion to accept the Treasurer's report. Sharon made a motion and VP Holland seconded. Motion carried.

Vice President for Admission Administration:

- Participated in SACRAO in Oklahoma City, OK, with members of the association, networking and marketing for ArkACRAO using SAVE THE DATE cards for our annual fall meeting conference
- Served on a task force with Publications and Publicity Chairman, Chad Cox, and VP of Student Relations, Rachel Mullins to research, evaluate, and create a competitive pyramid package for the association's levels of vendor/sponsorship at the annual fall meeting conference – aiming to increase participation variety, cost coverage, etc.

- Created and submitted a detailed draft of a position plan for the office of VPAA
- Gained inspirational topics from sessions for the ArkACRAO membership– especially in the areas of creative technology recruitment and gender and cultural stereotypes within the workplace – as requested by President – Elect, Chris Riggins
- Plans to further coordinate summer ArkACRAO Boot Camp plans/workshop agenda with VP of Student Relations, Rachel Mullins, following this meeting to finalize topic specifics and other details
- Seeking emailed updates on a monthly basis from Admission Administration standing committee chairmen (March – October)

Vice President Riggins shared that October 7-9 for the Fall Conference. The theme will be “Starts with Us, Make it Count!” Charlotte Strickland will be the keynote, and Rick Schaeffer will be the keynote for the closing session. He provides a good message with insight for our theme. In need of a few session ideas. The fee for Mr.Schaeffer is \$250. It would be helpful to possibly have facilitators to assist with each sessions. VP Riggins would also like for the Professional Access and Equity chair to review each session and of time and to be present.

The Pre-Conference session was discussed, including having “I’m available forms” completed before the conference. VP McDaniel suggested having more networking time, possibly two fireside chats.

Vice President for Records: Support Staff Workshop to be held April 4th at the Cox Creative Center, library, in Little Rock in the Rivermarket area. Room isn’t available until 9:00 a.m. Thomas Pennington will be speaking. A boxed lunch will be served. A financial planning session will be held. Should wrap by 3:00. Discussion centered around keeping the fee the same in years past rather than raising. The decision was made to keep the fee at \$35.

Vice President for Registration:

Registrar’s Therapy

- Worked with both Rachel & Whitney to select dates and a location for Registrar’s Therapy that would run in conjunction with our EC Meeting in July and the Admission’s Boot Camp.
- Registrar’s Therapy will be held on July 20-21 at the Hilton Garden Inn in Conway.
- The Confirmation Agreement for Hilton Garden Inn has been signed and emailed to Sales Coordinator Angela.Seeburger@hilton.com and the telephone is 501-329-1444.
- The Juniper/Cypress Ballroom has been reserved for a maximum charge of \$300/day, but it may be discounted depending on the amount of rooms booked and food purchases.
- The ballroom will be setup U shape with audio visual equipment included in the cost.
- Sleeping rooms reserved at the rate of \$89/night. They have blocked 5 King rooms and 15 rooms with two queen beds.
- Room reservations must be made by July 1st, otherwise any remaining in the block will be released.
- As soon as we receive their signed copy, the ArkACRAO treasurer will need to send a \$200.00 deposit to hold the reservation.

- Have conformation from Lisa Smith, Communications/Outreach Coordinator at ADHE for a speaker on Wednesday, July 20th 1:30-2:30 p.m.
- Working on the remaining agenda.
- Not sure how soon the Save the Date's need to be sent?

After discussion it was decided EC would like to keep the cost at \$40 unless there is a need to increase. Meals come off of the rental fee.

EC Meeting in July

- Have reserved the Juniper/Cypress Ballroom as of 8:00 a.m.
- Will send a copy of menu items to Randy via email.

Vice President for School Relations:

- **Vendor Task Force:** Per President Scaggs request, I served on a vendor task force with Whitney Hall and Chad Cox. We were tasked with submitting a recommendation to President Scaggs regarding the fees and benefits for vendors at our fall conference. It was determined that we should distribute a "Save the Date" card to vendors at the 2016 SACRAO Conference. President Scaggs, Whitney Hall, Chad Cox, Chris Riggins, and I met during the SACRAO conference to discuss possible options. Whitney Hall, Chad Cox, and I then finalized the recommendation via email. The recommendation is on page 2.
- **Annual Meeting Committee:** Per President-Elect Riggins request, on March 1, 2016 I sent him five recommendations for sessions for the annual meeting. Three were sessions that were presented at the February 2016 SACRAO Conference that I attended that I thought would be beneficial to ArkACRAO. Presentation Topics Included:
 - International Student Admissions 101
 - Leading from Among
 - Stand Out: Using Your Strength Roles to Win at Work
 - Using Excel Pivot Tables to Analyze Student Data
 - Making Your Smart Phone Smarter
- **Position Plan:** I sent a draft copy of the Position Plan for the Vice President of School Relations to Zeda Wilkerson on March 2, 2016.
- **Boot Camp**
 - Boot Camp has been set for Thursday, July 21, 2016. Whitney Hall and I worked with Linda Holland to set the date where attendees of Registrars Therapy and Boot Camp may be able to stay at the same hotel.
 - Secured Meeting Location – Central Baptist College will host per Jason Poole, Director of Admissions on January 14, 2016
 - Next Steps:
 - Meeting with Whitney Black today to discuss presentation topics and presenters
 - Sending Save the Date to the listserv
 - Secure session presenters

- President Scaggs has agreed to present the Overview of ArkACRAO
 - Any other recommendations from EC?
 - Post the registration form on the website
- **Miscellaneous Discussion Items**
 - **ArSCA** – have we secured a date to present at this year’s conference in Hot Springs, which is held July 18-20?

Site Selection - passing the torch

- Have been in contact with Kim Bigger from Black River Tech, who was appointed to chair the Site Selection Committee for 2016.
- Emailed Kim copies of copies of contracts given to me; site selection forms and PowerPoints created for the past two years; and any information on facilities visited.

Legislative Liaison: Chair Robinson has spoken with a few legislators and hopes to send out an update once a month. He expressed his excitement about the opportunity to serve ArkAcrao in this capacity. He will also be attending legislative sessions as available.

Nominations and Election: No new report.

Publications/Publicity Chair: Chair Cox asked for all to send information and any SACRAO information to him for the Newsletter. They will be looking at the formatting and submission information for the Directory. It’s already outdated. It was determined a nice heavy-weight cover is best. VP Mullins posed question for newsletter about possibly including personal highlights, announcements, promotions, retirements, job postings, etc.

Chair Cox shared what the Task Force for Vendor Pricing had developed.

- Multi-tier
- Adding value at each different level.
- Shared the developed document.

The EC agreed that vendors should have the opportunity to go above and beyond and that attendee list should be provided to vendors.

President Scaggs requested a motion be made to adopt the suggested Vendor Pricing Levels. VP Holland made a motion, VP McDaniel seconded. Motion carried.

Discussion continued with direction pointed at being mindful of scheduling sessions that stay true to conference purpose.

Constitutional Review: No new report.

Recognition: No new report.

Membership: No new report.

Professional Access and Equity: No new report.

Hospitality: No new report.

Site Selection: Fairfield Bay will be site of 2017 Conference. A visit for EC will be scheduled at a later date, however it has been reserved, and remodeling should be complete before our conference.

Articulation Workshop: Chair Carr said that articulation will be held Sept. 6-9.

NE AR: ASU

NW: JBU

SA: SACC

Central: Possibly Harding or UALR

Will be sending out dates soon.

College Planning Program Clearinghouse: No new report, however Chair Whiting is coordinating the 2016-17 College Planning Program dates.

College Automation Committee: No new report.

OTHER BUSINESS

The question was posed if we would like to bring SACRAO back to Arkansas in 2021. If hosting we would provide, signage, hospitality, and transportation. Fayetteville would be a possible location. More discussion will be held at a later date.

Set Date, Place, & Time for next EC Meeting: July 20th, in Conway at the Hilton Garden Inn beginning at 9:00 a.m.

Adjourn: VP Holland made a motion the meeting be adjourned, VP Mullins seconded. The meeting adjourned at 12:10 p.m.

Respectfully submitted,

Zeda Wilkerson, Secretary 2015-2017

Randy Scaggs, President 2015-2016