



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

**Executive Committee Meeting
Friday, March 10, 2017
Fairfield Bay Conference Center
Fairfield Bay, AR**

Members Present: Chad Cox (via telephone), Jordan Hale, Whitney Hall, Linda Holland, Keesha Johnson, Jean Mitchell, Chris Riggins, Chris Robinson, Randy Scaggs, Brandi Tripp, Zeda Wilkerson.

Call to Order: President Riggins called the meeting to order at 10:19 a.m.

Approval of Minutes from Executive Committee (EC) Meetings, December 1, 2016: Minutes of the December, 2016 EC meeting were read and reviewed. President Riggins requested a motion be made to approve the minutes. Brandi Tripp moved that the minutes be approved. Whitney Hall seconded. Motion passed and the minutes were approved. Copies of the approved EC minutes are included in the Secretary's Notebook.

Welcome: President Riggins welcomed the Executive Committee and Committee Chairs present, and thanked everyone for coming to the meeting.

NEW BUSINESS:

- ACC October 15-17th - \$500 table fee
- ArSCA 19-21st Hot Springs- \$250 exhibit – Check on different times. President Riggins is looking at the bylaws and would like ArkAcrao to do more to tie it to College Fair Automation. Maybe if a school has 80% of their college-fair attending students register, then have a drawing.
- Career Coach Conference dates July 18th & 19th.

- There was a suggestion that a subcommittee be formed to investigate perhaps ArkAcrao paying for a graduate student to attend ArkAcrao if they were in the higher-ed field.

President:

SACRAO 2017

SACRAO was held at St. Pete Beach, FL from Feb. 12 – 15, 2017.

I attended the Local President's Luncheon, and the topics consisted of:

- States budget cuts causing a (1) one day state annual conference rather than two days.
- Some states are allowing other organizations to attend their annual conference for number purposes. State annual conference numbers are low in participation.
- Thanks to Randy Scaggs for being the overseer of SACRAO coming to Arkansas. He worked closely with the event planners or sale managers Erin Jernigan and Kimberly Winchester on the bid. The bid was completed and submitted to SACRAO on Feb. 9, 2017.
- SACRAO 2018 will be in Murphreeboro, TN.
- SACRAO 2019 will be in Baton Rouge, LA.
- SACRAO 2020 Not sure of the location at this time. SACRAO EC is allowing Virginia to submit a bid for 2020.

ArkACRAO Technology Matters:

- Listserv – I am getting people/groups that are contacting me regarding posting events through our listserv. I think the listserv purpose is for the membership as it relates to updates, survey/evaluation, educational training, etc. I would like feedback from the EC regarding allowing outside groups to post to listserv.
- There are some individuals that are no longer members of the association but still at the institution in another department. They desire to continue using the listserv. I talked with Joe Scribner (Listserv Administrator) regarding this matter and he recommended cleaning the listserv by removing non-members. [Chad will check with Joe about getting an excel spreadsheet and getting that out to members so it can be updated.]
- Association Apps – I talked with SACRAO & AACRAO VP's for Information Technology regarding GuideBook or similar technology (Apps). The purpose of the conversation was to see if ArkACRAO could come under one of them for App licensing purposes. The App could take the place of all the printing during our Annual Conference (Printing Programs, Vendor Recognition, Session Surveys, etc.). Based on the conversation, we will not be able to use SACRAO/AACRAO App License and the App License cost will range from \$1,700 to \$4,000. I do not recommend we seek this as an option.
- PayPay / Stripe – Blayne (Webmaster) was not pleased with PayPal and desired to change to Stripe, and the Association Agreed. The EC electronically voted on this matter and it passed. We now are using Stripe for all association Payment matters.

Jim Tully (Student Success Solution) – Corporate Sales/Vendor. He is interested in speaking to ArkACRAO regarding his services that he can provide.

President Elect:

Fall Conference Planning –

- Building the future as theme
- Speakers – in-state person was not available.
- Keynote – 1.5 hour, \$3,000 travel and keynote or \$3,500 travel, keynote, and breakout.
- ACT Brad Patterson will be vendor.
- Silent Auction and Raffle. Jean Mitchell will donate quilt.
- Fundraiser will be the Fairfield Bay Animal Shelter.
- Will be using in-house caterer.
- Pricing range for catering varies depending on how simple or fancy we would like it.
- Can provide shuttle for hospitality.

Past President: Past President Scaggs, worked with the Embassy in Rogers and the Chamber of Commerce and a proposal was presented at SACRAO. He was in contact with Erin and also Kim, who was glad to assist ArkAcrao with selecting sites for future conferences and there would be no charge to ArkAcrao. It was discussed that other states do this, and that it would be helpful for our site selection committee chair be given Kim's name. Randy has the list of past vendors from Tracy and registration for vendors is open. Randy will get hotel information out after today's meeting, and will email list serv for list of local vendors others use.

Secretary: Chad Cox was selected by EC vote in January to receive the SACRAO scholarship.

Treasurer:

- Current bank balance
 - \$11, 334.94
 - See balance sheet for details
- Fall Conference
 - Lacking registration fees for 6 people. Contact has been made for payment.
 - I found an error in one missing registration fee so unpaid registrations from the last meeting should reflect that 13 registrations were due.
- I will prepare the tax form for ArkACRAO before the deadline to submit tax information
- We still have \$1, 084.13 in the Paypal account that I will work with them to get transferred to our checking account. (.67 of that came from Blayne testing and I will return to him)
- Blayne and I have created a Stripe account for ArkACRAO members to use to pay registration fees and hopefully to pay membership dues on in the future. Chris Riggins and Keesha Johnson have been listed as administrators on the account as well so that they can log in to view payment information as well.

Vice President for Admission Administration:

- SACRAO 2017 – St. Pete’s Beach, FL

- Boot Camp – Joint efforts with Jordan Hale, VP for School Relations
 - July 20, 2017 at Central Baptist College, Conway
 - Contact: Lisa Padgett, Office of Admissions
 - Brainstorming discussion topics, based on previous evaluations, and currently seeking presenters:
 - ArkACRAO 101 – Purpose and Resources
 - I’m Available Form
 - College Fair and School Event Etiquette – Do’s and Don’ts
 - Mock College Fair Table Set Up
 - Travel and Professionalism
 - Health Tips and Appropriate Attire
 - High School Counselor and Career Coach Panel Discussion
 - Financial Aid and Its Importance in Recruitment
 - 3-minute Presentation Speeches
 - Registration will likely take place in late spring with Jordan’s assistance.
 - Door prizes are being gathered, such as \$5 gift cards from Starbucks and Sonic.
 - Counselor folders will be created in the early summer and will include the presentations/notes from the day’s event with Whitney’s assistance.

It was discussed that Blayne needs to be in the loop on dates as quickly as possible.

Communication can be sent to Chad to relay to Blayne. It was also discussed that it would be helpful to have a streamlined form that included dates, location, start, end, when it needed to open, price, etc. so that there is a uniform way for information to get to Blayne.

Vice President for Records: Vice President Mitchell shared that the Support Staff Workshop had 19 registered to date. She thanked Treasurer Tripp for her assistance. Possible sessions include: FERPA, and Title IX. Venue is not going to cost ArkAcrao.

Vice President for Registration: My apologies again for missing the last EC meeting. Planning has begun for Registrar’s Therapy to be held July 19-20, 2017 at the Holiday Inn Express & Suites in Conway.

Registrar’s Therapy

- Location – 2330 Sanders Rd, Conway AR 72032 (behind the Walmart Supercenter).
 - Smaller room, but large enough to accommodate.
 - Cost for the room \$150 for each half day (\$300).
 - Cost for coffee & water both days is \$20.
 - Hookup by laptop to large screen for presentations, no microphone needed.
 - Have contract for review.
 - Check for \$320 needs to be mailed to the hotel in to hold the meeting room.
 - We may bring our own food and drinks which should keep cost down.

- The hotel does not provide food for meetings.
- Dr. Maria Markham, Director of ADHE has confirmed to speak at 9:30 a.m. on July 20st.
- Would like our Pres or Pres Elect to give a welcome and plug for Conference in October at Fairfield Bay and have also asked Wayne Banks to do a brief talk about SACRAO/ACRAO and their upcoming meetings/conferences.
- I'm looking for speakers for the other time slots, any suggestions are welcome.
- Below is the sample agenda:

July 19

1:00 – 1:15 p.m. Welcome from ArkACRAO President – Chris Riggins?
 1:15 – 1:30 p.m. SACRAO/ACRAO Welcome and Conference Info – Wayne

Banks?

1:30 – 2:20 p.m.
 2:20 – 2:30 p.m. - - - Break - - -
 2:30 – 3:20 p.m.
 3:30 – 4:30 p.m.
 Dinner on your own

July 20

Breakfast on your own
 8:30 – 9:20 a.m.
 9:20 – 9:30 a.m. - - - Break - - -
 9:30 – 10:20 a.m. Dr. Maria Markham, Director of ADHE
 10:20 – noon Birds of a Feather

Respectfully submitted,
 Linda Holland

Vice President for School Relations: Vice President Hale brought up the way that the VP Admissions and VP School Relations positions overlap. While it's by design, so the year's alternate with one of the two always being returning, President Riggins thought this might be something President-Elect Johnson might want to look at for 2017.

Articulation Workshop Chair:

- Articulation Workshops – Mark Pruitt, Chairperson
 - Regional locations have been confirmed for the fall event. Scheduled campus visits are also under way for planning purposes and will continue into the spring and summer.
 - Tuesday, September, 2017 – Arkansas Northeastern College, Blytheville
 - Wednesday, September 6, 2017 – University of Arkansas at Fort Smith, Fort Smith
 - Thursday, September 7, 2017 – Southern Arkansas University, Magnolia
 - Friday, September 8, 2017 – Harding University, Searcy

Legislative Liaison: Chris Robinson has been tracking bills being proposed at the local and National level. He noted that some are getting knocked down while others are being slipped back in. He will keep the membership in the loop via the list-serv.

College Fair Automation Chair: Jordan Hale shared that Go-to-College Fair may be coming up with new resources to assist with member participation.

Chelsea with Guide Ed. submitted a bid of \$600 for four different contacts – 2 rounds each with high school counselors. This was not approved at this time.

President Riggins suggested perhaps we use the master list from September of counselors to email them and encourage them to have students get registered on Go-to-College Fairs. Megan can reach out to them.

Also, counselors would like to know how many of their students are/have registered.

College Planning Program/Clearinghouse Chair:

- Clearinghouse Calendar – Mary Whiting, Chairperson
 - 90% completed: adjusting locations and other changes, but received positive outlook

Constitutional Review Committee: We will propose adding a new position to the Executive Committee: Vice President for Information Technology. This position would be responsible for coordinating the affairs of the Association in the professional area of technology. This person would serve as a member of the Annual Meeting Program Planning Committee and coordinate technology needs as it pertains to program activities. This position would also be responsible for updates to the ArkACRAO website.

We will also look at allowing the chair of the Nominations and Election Committee (Past-President) to pick his/her own committee members, instead of them being appointed by the President.

Please send any other constitutional concerns to me and I will add it to my agenda.

Keesha Johnson made a motion for a VP Public Relations position to be created Linda Holland seconded. Motion carried. This position would work with the Vice President for Technology.

Membership: The Membership Committee has nothing to report at this time. No institutions have reached out to us about membership – either with general questions or with an application for membership. (Allyson Price from Park University did reach out about purchasing a calendar for this current year. Park is one of the institutions that will be joining in ArkACRAO this summer.)

Once membership list information is received, I will have my committee begin reaching out to potential members and encouraging attendance at our annual conference for members who have historically not attended.

Nominations and Election: No New Report.

Publications/Publicity Chair: No New Report.

Site Selection Committee:

OVERVIEW

The committee has been corresponding via email on selecting possible locations since we last met at the Fall Conference. We have narrowed our sites to the following:

- DeGray Lake Resort State Park - about 30-minutes south of Hot Springs (Central Region)
<http://www.degray.com/meetings-reunions-weddings/meetings-reunions-retreats/>
- Lake Dardanelle State Park – Russellville (Northwest Region)
<https://www.arkansasstateparks.com/park-finder/pavilion.aspx?id=6>
- Mount Magazine State Park – Paris, AR; near Booneville (Northwest Region)
<http://www.mountmagazinestatepark.com/groups/conferences-meetings/default.aspx>
- Hot Springs area (Central Region)
 - The Arlington Resort Hotel & Spa
<http://www.arlingtonhotel.com/default.aspx?pg=meetings>
 - Clarion Resort on the Lake
<http://www.hot Springs Clarion.com/hot-springs-meetings.php>
 - Embassy Suites Hot Springs
<http://embassysuites3.hilton.com/en/hotels/arkansas/embassy-suites-by-hilton-hot-springs-hotel-and-spa-HOTESES/event/index.html>
 - Hotel Hot Springs
<http://www.hotelhotsprings.org/meeting-space.php>

At the ArkACRAO meeting in December two additional suggestions were made including McGhee Resort & Spa and Heifer Farms. Neither event meets our needs.

SITE VISITS PLANNED

- The Hotel Hot Springs & Spa - March 13th
- The Arlington Resort Hotel & Spa – April 11th
- Embassy Suites Hot Springs – TBA
- DeGray Lake Resort State Park - TBA

INDEPENDENT MEETING PLANNER

I met with a representative from Herms Briscoe on a trip recently and I believe having an independent planner to assist ArkACRAO is the most cost and time effective approach for our organization. I plan to use their services or another one similar for another organization.

Respectfully submitted,
Debrah Mitchell
Site Committee Chair

OTHER BUSINESS

Set Date, Place, & Time for next EC Meeting: The next meeting will be held July 13th 10-1 in Conway on the UCA Campus in the - Hall of Fame Room, Estes Stadium (Football Stadium).

Adjourn: Meeting adjourned at 1:15.

Respectfully submitted,

Zeda Wilkerson, Secretary 2015-2017

Chris Riggins, President 2016-2017